

MEETING — AGENDA —

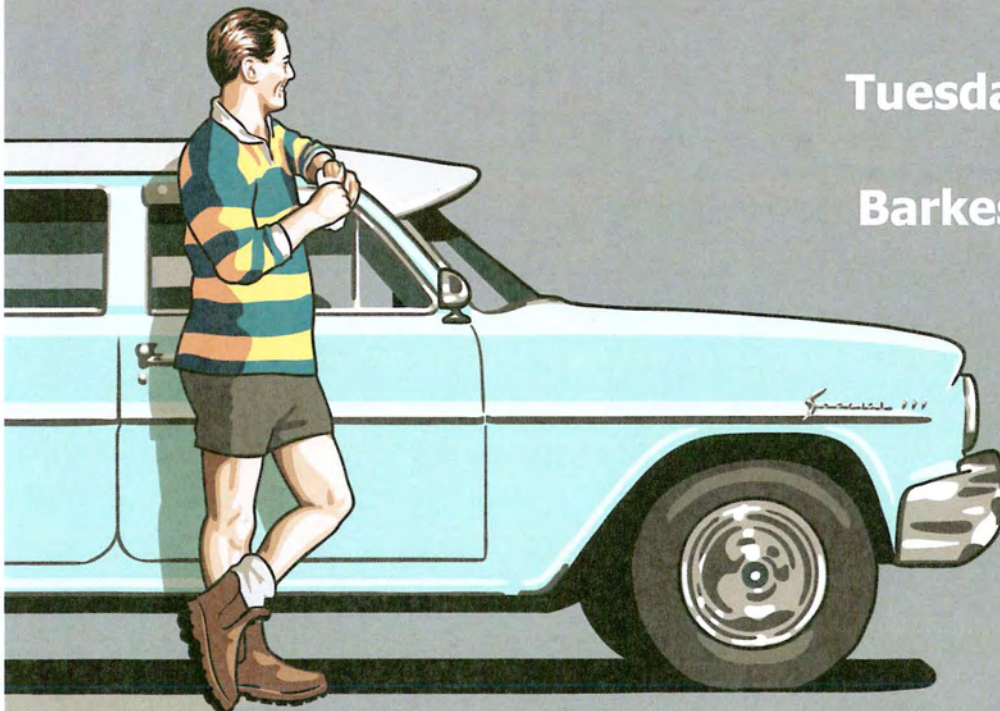
Ngā Take

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JOINT ROAD SAFETY COMMITTEE

Komiti Manaaki Huarahi



JRS11
Tuesday, 20 August 2019
Council Chambers
Barkes Corner, Tauranga
10.00am

Notice of Meeting No JRS11 Te Karere

Joint Road Safety Committee Komiti Manaaki Huarahi

Tuesday, 20 August 2019
Council Chambers
Barkes Corner
10.00am

Western Bay of Plenty District Council

Councillor: Margaret Murray- Benge (Chairperson)
Roading Engineer (East/West): Stuart Harvey

Tauranga City Council

Councillor: Bill Grainger (Deputy Chairperson)
Transportation Manager: Martin Parkes

Bay of Plenty Regional Council

Councillor: Andrew von Dadelszen
Sustainable Transport Officer: Jenny Mack

New Zealand Police
Travel Safe Programme Leader
New Zealand Transport Agency
Accident Compensation Corporation
Automobile Association

Sergeant Mark Pakes
Karen Smith
Adam Francis
Jessica Davis
Peter Bedford

Media
Staff

Miriam Taris
Chief Executive Officer
Western Bay of Plenty District Council - Administering Authority



Delegations Mangai o Te Kaunihera

Role:

To provide administration of the annual road safety programme and co-ordination of the work of various community groups concerned with road safety, with the power to co-opt other members as necessary.

This Committee to report to the appropriate operational Committees of the Western Bay of Plenty District Council and Tauranga City Council as designated by those authorities.

Agenda for Meeting No. JRS11

Pages

Present Apologies

Declarations of Interest

Members are reminded of the need to be vigilant and to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest that they may have.

Public Forum (If Required)

Under Standing Orders Appendix F a period of up to 30 minutes is set aside for a public forum. Members of the public may attend to address the Committee for up to three minutes on items that fall within the delegations of the Committee provided the matters are not subject to legal proceedings, and are not already subject to a process providing for the hearing of submissions. Speakers may be questioned through the Chair by members.

Such presentations do not form part of the formal business of the meeting, a brief record will be kept of matters raised during any public forum section of the meeting with matters for action to be referred through the service request system.

Recommendation

THAT the meeting adjourn for the purpose of holding a public forum.

JRS11.1

Minutes of Meetings of the Joint Road Safety Committee for Confirmation 7-12

A copy of the minutes of the Joint Road Safety Committee Meeting JRS10 meeting held on 21 May 2019 are attached.

Recommendation

THAT the minutes of Meeting No. JRS10 held on 21 May 2019 of the Joint Road Safety Committee, as circulated with the agenda, be confirmed as a true and correct record.

JRS11.2	<p>Chairperson’s Report</p> <p>Attached is a report from the Chairperson’s dated 12 August 2019.</p> <p>Recommendation</p> <p><i>THAT the Chairperson’s report dated 12 August 2019 be received.</i></p>	13
JRS11.3	<p>New Zealand Transport Agency Report to Road Safety Action Plan Meeting</p> <p>Attached is a report from the Principal Advisor – Relationships Road Safety for the New Zealand Transport Agency for August 2019. Alex Jeffcoat will be in attendance to represent NZTA for this item.</p> <p>Recommendation</p> <p><i>THAT the New Zealand Transport Agency report to Road Safety Action Plan Meeting for August 2019 presented to the Joint Road Safety Committee meeting on 20 August 2019 be received.</i></p>	14-17
JRS11.4	<p>New Zealand Police Report</p> <p>Attached is a report from the New Zealand Police for August 2019</p> <p>Recommendation</p> <p><i>THAT the report from New Zealand Police for August 2019 be received.</i></p>	18-23
JRS11.5	<p>Western Bay Joint Road Safety Operations Meeting Minutes</p> <p>Attached are the minutes from the Western Bay Joint Road Safety Committee Operations dated 14 May and 11 June 2019.</p> <p>Recommendation</p> <p><i>THAT the minutes from the Western Bay Joint Road Safety Committee Operations dated 14 May and 11 June 2019 be received.</i></p>	24-28
JRS11.6	<p>Draft Road Safety/Active Travel Action Plan 2018/21</p> <p>Attached is the Draft Road Safety/Active Travel Action Plan 2018/21 for the period 1 July 2018 to 30 June 2021.</p>	29-52

Recommendation

THAT the Draft Road Safety/Active Travel Action Plan 2018/21 for the period 1 July 2018 to 30 June 2021 be received.

JRS11.7

Road Safety Action Plan Report 2018/19

53-77

Attached is the Road Safety Action Plan 2018/19 for the period June 2019 to August 2019 .

Recommendation

THAT the Road Safety Action Plan 2018/19 for the period June 2019 to August 2019 be received.

JRS11.8

Accident Compensation Corporation Update

78-80

Attached is a report from the Accident Compensation Corporation – Ride Forever Programme – July Update.

Recommendation

THAT the report from the Accident Compensation Corporation – Ride Forever Programme – July Update be received.

Western Bay of Plenty District Council

**Minutes of Meeting No. JRS10 of Joint Road Safety Committee
held on 21 May 2019 in the Council Chambers, Barkes Corner, Tauranga
commencing at 10.00am**

Present

Councillor Margaret Murray-Benge (Chairperson) and Stuart Harvey (Western Bay of Plenty District Council), Phil Consedine and Karen Smith (Tauranga City Council), Councillor Andrew von Dadelszen (Bay of Plenty Regional Council), Senior Sergeant Mark Pakes (New Zealand Police), Marcell Davison (New Zealand Transport Agency), Jessica Davis (Accident Compensation Corporation) and Peter Bedford (Automobile Association)

In Attendance

Gary Allis (Deputy Chief Executive), Alex Jeffcoat and Alistair McCaw (Beca), Rachel Pinn (Bay of Plenty Regional Council), Alistair McCaw (Westlink) and Michelle Parnell (Governance Advisor)

Others

Three members of the public.

Apologies

Apologies for absence were received from Councillor Bill Grainger and Member Jenny Mack.

Resolved: Councillors Murray-Benge / von Dadelszen

THAT the apologies for absence from Councillor Bill Grainger and Member Jenny Mack be accepted.

Public Forum

Resolved: Councillor Murray-Benge / Member Davies

THAT the meeting adjourn for the purpose of holding a public forum.

Mr Alistair McCaw, Principle Asset Management at Beca, spoke to a tabled powerpoint presentation regarding the safety improvement works on the Waihi Beach to Tauranga corridor on State Highway 2. The following was proposed:

- A roundabout at approximately every 4.5 kilometres along the corridor.
- A 1.5 metre high median barrier.
- 2 metre wide shoulders with side barriers, where practicable, to prevent vehicles from running off the road.
- No specific cycle lane would be incorporated.
- The 6 metre width from side to middle barriers would enable works to be done on the road while still allowing for two lanes of traffic movement at all times.
- The work would not include a cosmetic change to the road.
- WestLink were working with the Accident Compensation Corporation regarding motorcycle safety and rubber barriers would be provided at certain points on the corridor.

Senior Sergeant Mark Pakes expressed support for the proposed changes and confirmed that most accidents along the corridor were vehicles running off the side of the road, but more fatalities were associated with vehicles crossing the centre line.

In response to questions, Mr McCaw advised that WestLink were looking to complete the project in 2024 and were investigating options for the intersection to Omokoroa.

The Chairperson thanked Mr McCaw for his presentation.

Resolved: Councillor Murray-Benge / Member Harvey

THAT the meeting reconvened in formal session at 10.10am.

JRS10.1 **Minutes of Meeting No. JRS9 of the Joint Road Safety Committee Held on Tuesday 26 February 2019**

The Committee considered the minutes of JRS9 of the Joint Road Safety Committee meeting held on 26 February 2019 as circulated with the agenda.

The Chairperson asked that members report back regarding issues raised in previous meetings. Mr Phil Consedine advised he would do so at the next meeting but had nothing to report to this meeting.

Ms Marcell Davison advised that the New Zealand Transport Agency board meeting mentioned in meeting no. JRS9 of the Joint Road Safety Committee had taken place, and stakeholder meetings were being hosted at the end of May 2019 to advise the outcomes of the board meeting.

Resolved: Councillor von Dadelszen / Member Bedford

THAT the minutes of meeting no. JRS9 of the Joint Road Safety Committee held on 26 February 2019 as circulated with the agenda be confirmed as a true and correct record.

JRS10.2 **Western Bay Joint Road Safety Operations Meeting Minutes**

The Committee considered the minutes from the Western Bay Joint Road Safety Operations Meeting dated 12 March 2019 as circulated with the agenda.

Resolved: Members Smith / Harvey

THAT the minutes of Western Bay Joint Road Safety Operations Meeting dated 12 March 2019 as circulated with the agenda be received.

JRS10.3 **Chairperson's Report**

The Committee considered a report from the Chairperson dated 6 May 2019 as circulated with the agenda. The following was noted:

- The New Zealand Transport Agency had responded to previous letters sent out by this Committee and copies were attached to the Chairperson's report for reference.
- The Chairperson had made a submission to Tauranga City Council's Annual Plan about road safety.

In response to questions, representatives from the New Zealand Transport Agency and Beca explained that the application for resource consent at Belk Road had been withdrawn from the Bay of Plenty Regional Council consenting process as the process had taken so long that the project was no longer considered viable in light of the planned improvements for Tauriko.

In response to questions, Ms Karen Smith explained that she had met with Kaimai School to explore road safety options. The school was not suitable to walk or cycle to, so the safety plan would focus more on behaviours around cars and buses.

Resolved: Councillor von Dadelszen / Member Smith

1. *THAT the Chairperson's Report to the Joint Road Safety Committee for 6 May 2019 be received.*
2. *THAT New Zealand Transport Agency be invited to make a presentation on their scoping plan for the Tauriko roading development, which includes Belk Road and Poripori intersections, to the next Joint Road Safety Committee meeting on Tuesday, 20 August 2019, including their proposed timetable and their proposed plan for the road safety work outside Kaimai school.*
3. *THAT the Western Bay of Plenty District Council's Mayor's Office be requested to invite the Associate Minister of Transport, Julie Anne Genter MP to the next Joint Road Safety Committee meeting on Tuesday, 20 August 2019.*

4. *THAT the letter from Tauranga City Council attached to Chairperson's Report be received and it be noted that the Tauranga City Council interim staff representative is Phil Consedine until further notice.*

JRS10.4

New Zealand Police Report

The Committee considered a report from the New Zealand Police dated May 2019 as circulated with the agenda. The following was noted:

- The New Zealand Police had been working Kiddiclick and Plunket around to teach parents about how to correctly install car seats, and provide car seats to those who could not afford them.
- Inappropriate driving behaviour by car enthusiasts had been noted and was being monitored by the New Zealand Police.

In response to questions, Senior Sergeant Pakes advised as follows:

- The negative car enthusiast behaviour had been noted in certain areas and the New Zealand Police were investigating options for cameras and enforcement, as well as proactively speaking to known groups involved.
- The CCTV camera located at the State Highway 2 intersection to Omokoroa had been useful in capturing some negative driving behaviours.
- The New Zealand Police had received complaints from motorists concerned that speed reduction signs were being left out once works had been completed, making motorists less likely to comply with them. The New Zealand Police were working with groups like WestLink to reduce instances of this.

A discussion about the benefits and issues with providing events for car enthusiasts took place. Ms Karen Smith noted that research tended to favour driver mentorship programmes rather than drifting and racing events.

Resolved: Members Pakes / Bedford

THAT the New Zealand Police's report dated May 2019 be received.

JRS10.5

Accident Compensation Corporation Update

The Committee received a verbal presentation from the Accident Compensation Corporation. The following was noted:

- The Ride Forever Shiny Side Up Event at Classic Flyers had been very successful. Dealers in Tauranga were present as well as members of several motorcycle clubs. Approximately 57% of those who attended had sign up for the Ride Forever programme.
- The Ride Forever programmes had reached 53% of their target for the number of people to go through the course but expected that to improve when those who signed up at the Shiny Side Up event completed their courses. The course was funded by partners represented on the Joint Road Safety Committee and did not cost the

- participant.
- There had been a restructure at the Accident Compensation Corporation's national office. The operating model would focus more on contributing factors to unsafe behaviours and not just the behaviours themselves.
- Motorcycle month would take place in September 2019. The bright yellow helmets would be promoted again as well as raising awareness of motorcyclists with all road users. It also coincided with the Auckland Ride Forever event.

In response to a question, Senior Sergeant Mark Pakes advised that there were advantages and disadvantages for Police on motorcycles but that the Ride Forever Programme may be helpful to those who were. He would report back to the Committee after making some inquiries.

Resolved: Members Davis / Smith

THAT the Accident Compensation Corporation's presentation dated 21 May 2019 be received.

JRS10.6

Travel Safe Road Safety Action Plan Report

The Committee considered a report from the Travel Safe Programme Leader of the Tauranga City Council dated March 2019 - May 2019 as circulated with the agenda. The following was noted:

- More than 20 workshops had been run in the last three months.
- 20 new people had become cycle skills trainers and had received their NZQA bike ready qualification.
- Ngati Kahu had had their resources updated and had been linked to the New Zealand Police's Awhi Programme.
- The TravelSafe team had been working with the Bay of Plenty Regional Council on their "Fear of Missing Out" distractions advertising campaign.
- The importance of community partners was reiterated.
- Travel Safe had received positive feedback from the New Zealand Transport Agency regarding the classification of mobility scooters, and some of the larger models that were being marketed as scooters were small cars.

Resolved: Members Smith / Davison

THAT the Tauranga City Council Travel Safe Programme Leader's report dated March 2019 - May 2019 be received.

JRS10.7

Transport Agency Update

The Committee considered a report from the Regional Road Safety Advisor of the New Zealand Transport Agency dated May 2019 as circulated with the agenda. The following was noted:

- Information could be provided regarding the Waikato Region if

required.

- Mr Adam Francis was working on the speed management project identifying the top 10% most dangerous roads in New Zealand. The Speed Management Guide was available to help Local Government bodies assess if the speeds on their roads were appropriate.
- Speed Management Reviews were taking place in Waikato, Auckland and Christchurch with a view to addressing deaths and serious injury on New Zealand roads.
- The traffic queues at Cambridge Road had been identified as an issue and solutions were being investigated.

In response to questions, Ms Davison advised that programmes and video resources on the New Zealand Transport Agency website were available to teach people about installing children's car seats correctly.

Resolved: Member Davison / Councillor Murray-Benge

THAT the New Zealand Transport Agency Regional Road Safety Advisor's report dated May 2019 be received.

JRS10.8

Road Safety Action Plan

The Committee considered a report from the Bay of Plenty Regional Council Sustainable Transport Officer dated 30 April 2019 as circulated with the agenda.

In response to questions, Ms Mack advised that drug testing was something that Central Government was investigating further. Current tests were not flawless and could tell that a driver had taken drugs, but not how impaired they were.

Resolved: Councillor Murray-Benge / Member Smith

That the Bay of Plenty Regional Council Sustainable Transport Officer's report dated 30 April 2019 be received.

The meeting concluded at 11.34am.

Confirmed as a true and correct record.

Councillor Margaret Murray-Benge
Chairperson

Date

JRS10

Western Bay of Plenty District Council

Joint Road Safety Committee

Chairperson's Report – August 2019

Firstly, I wish to thank members of the Joint Road Safety team for the contribution you all make to help ensure our people are safe on our roads; and teaching young school children to learn to be safe on their way to and from school. Thank you to our amazing Traffic Policing team who keep our roads safe.

To our road safety AA representative, and ACC. To the team who maintain our roads and to our elected councillors and staff who plan and work with the powers that be in Wellington to try to get decisions relating to funding for our roading network. This has been worthwhile work for all of us, and our work is far from complete.

It is my hope that we will hear from the New Zealand Transport Agency what road safety intersection work is to be undertaken on both SH29 and SH2. Also, what support can we expect for schools along those two highways.

It is important that we are advised of the road safety concerns of our local schools so that we can work them in liaison with the appropriate agencies to address any issues as soon as possible.

Recommendation:

- 1. THAT the Chairperson's Report to the Joint Road Safety Committee for August 2019 be received.***
- 2. That the Joint Road Safety Committee recommends that the Government funds NZTA to undertake and remove the roading congestion and safety issues on our sub region roads.***

Margaret Murray-Benge
Chairperson

NZ Transport Agency Report to Road Safety Action Plan Meeting

August 2019

System Design and Delivery Update

BOP Highway Projects

Waihi to Tauranga Corridor (SH2)

- This project was among a number reviewed by the NZ Transport Agency in 2018 to evaluate whether it aligns with the new vision for our transport network.
- This project remains part of our long-term plan and the NZ Transport Agency Board has endorsed the plans and direction set out for this corridor.
- We understand how important it is to the community to get certainty around when this project may be built. However, we do not currently have funding to progress this work further and we cannot say now if funding will be available in the next NLTP period (2021–24). When funding does become available this project will be prioritised against other projects and programmes across the country.

Omokoroa to Te Puna

- The re-evaluation identified a need to revisit the business case for the Omokoroa to Te Puna section of SH2. There is currently no funding to progress this work.

Tauranga Northern Link

- The re-evaluation confirmed that there is a need for a new highway subject to the Agency and local councils demonstrating how the new route would integrate with the city's transport network in a way that supports and prioritises public transport and high occupancy vehicles.
- A new direction for the highway concept was that it would be a two-lane road (instead of four), with opportunity for two additional lanes to be used for multi-modal travel. This prioritised the Government's vision for a safer transport network free of death and injury, accessible and affordable transport, value for money and reduced emissions.
- Timing, design and construction of a new highway depends on the development of an integrated network plan and on available funding. There is currently no funding to progress this work.

Elizabeth St / Barks Corner roundabout metering.

- SH29A Barks Corner roundabout metering has been live since late December 2018, and ongoing monitoring is showing positive improvements in both the AM peak and PM peak. Monitoring will continue throughout the trial period (approx. 6–12 months).
- SH2 Elizabeth Street roundabout metering went live in April and is also performing well to date.

- As of the end of June, the average AM peak travel time for the Takitimu Drive southbound approach from the Port, was reduced from 250s (pre-metering) to 30s (post metering). That's an 88% average travel time reduction.

SH2 Woodlands Shared Path

- The new SH2 Woodlands Ōpōtiki Shared Path is complete and now in use. This project provides a path for pedestrians and cyclists under the Waioeka Bridge in Opotiki. Students getting off the school bus no longer have to cross the busy SH2 Woodlands Road intersection.

Central Corridor: SH30A / Amohau Street

- The detailed design phase for the Central Corridor is still expected to be complete in late 2019.
- This project includes walking and cycling improvements, as well as safety initiatives, to enable the further growth and revitalisation of business and tourism in the city centre. Once the detailed design is complete we will know more about potential costs, timings and delivery.

SH30 Owhata Roundabout improvements

- Work to increase safety and help improve traffic flow at peak times at the State Highway 30 Owhata roundabout is complete.
- Changes to the roundabout included the installation of a straight-through lane for city-bound traffic, as well as widening the existing shared path and cycleway.

SH5 Maraeroa and Oturoa intersection improvements

- Safety improvements at Maraeroa Rd and Oturoa Rd intersections are also complete.
- Two right turning bays have been installed to address ongoing safety concerns at the two intersections by removing through traffic from the turning lane.

Safe Roads Project update

BoP Projects

Ngongotaha to Tarukenga (SH5)

- The Business Case was endorsed at the start of July.
- The pre-implementation phase was approved, subject to funding becoming available.
- Timing for pre-imp phase starting is subject to the SNP programme and priorities.

Te Ngae Road to Owhata safety improvements (SH30/SH33)

- The current business case will not be proceeding further. The project scope has been revised in the Safe Network Programme.

- The Safe Network Programme is considering a Speed Management review for this location, and an SSI funding application is being prepared for the SH30/SH33 intersection which was identified as a high-risk intersection. A RIAWS installation is proposed in the interim.

Wainui Road to Opotiki (SH2)

- The Business Case was endorsed at the start of July.
- Funding for the Local Road pre-implementation and implementation phase has been approved. This will be led by Whakatane and Opotiki District Councils.
- Timing for SH2 pre-imp phase starting is subject to the SNP programme, priorities and funding.

Te Ngae Junction to Paengaroa safety improvements (SH33)

- Construction on Section 2B between Allport Road and the Paengaroa straights is underway with the main works expected to be complete in the next few months.
- Construction on the 1km long Section 2A, south of Allport Road, is expected to start construction August/September.
- Design work is underway for the remainder of the stage 2 and 3 sections, including north of Okere Falls, with a view to construction commencing on more sections this summer.

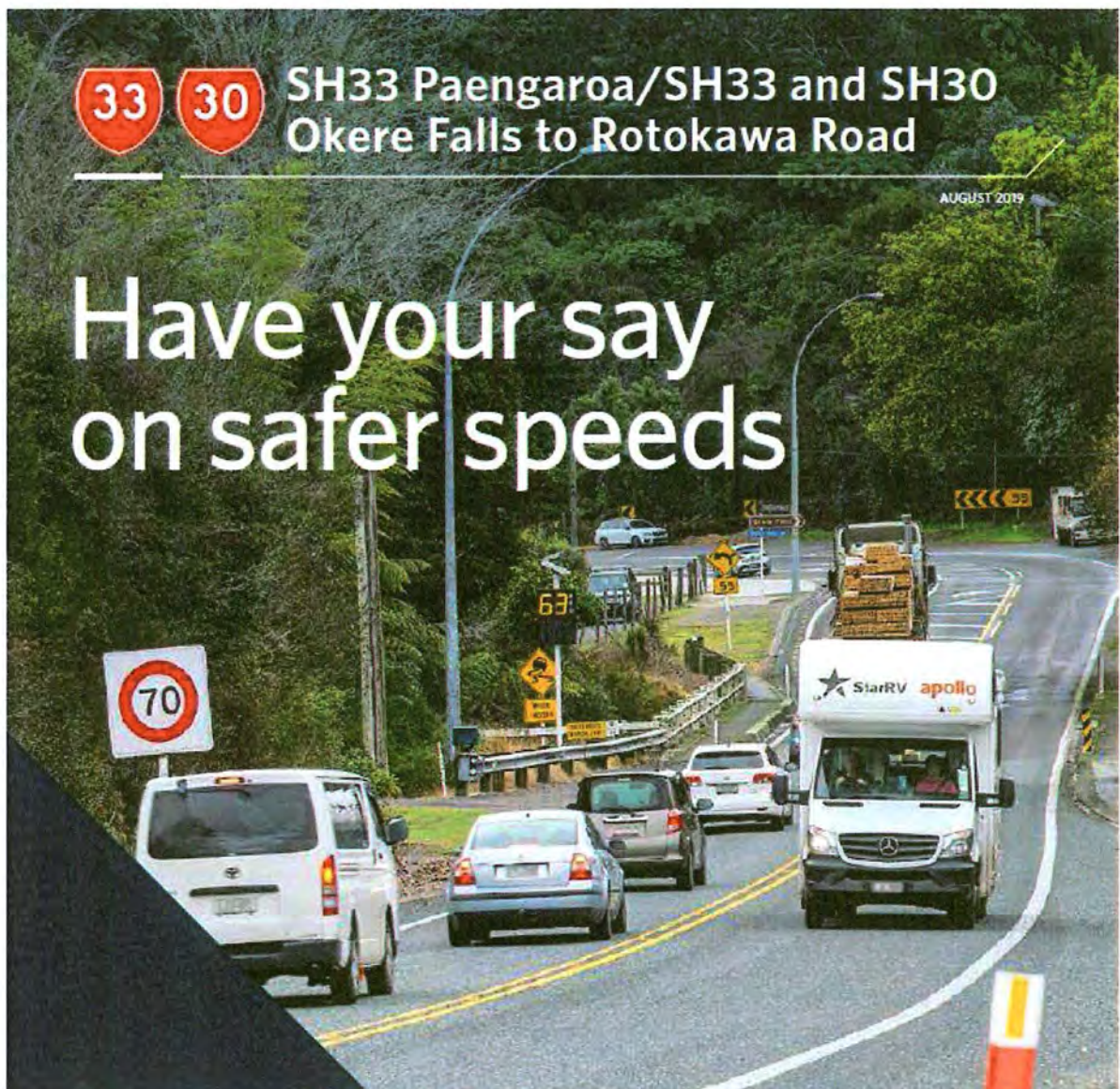
Waihi to Omokoroa Safety Improvements (SH2)

- Construction of the first section of safety improvements along SH2 between Waihi and Trig Road is expected to be complete in the next few months.
- HEB construction have now started preliminary construction works on two new sections, Trig Rd to Athenree Gorge and Wharawhara to Sharp Rd. Work in these areas will progressively ramp up over the coming weeks.
- An iwi blessing was held in July to launch the new build activity.



BOP speed limit review update

- Formal consultation opened 19 August for the SH33 and SH30 speed limit review. The review encompasses SH33 Paengaroa and SH33 Okere Falls to SH30 Rotokawa Road. Consultation is open until 16 September.
- We are preparing to formally consult on speed limits for SH5 Waitapu and SH2 Katikati to Bethlehem. Our intent is to complete both reviews within the next few months, timing still being confirmed.

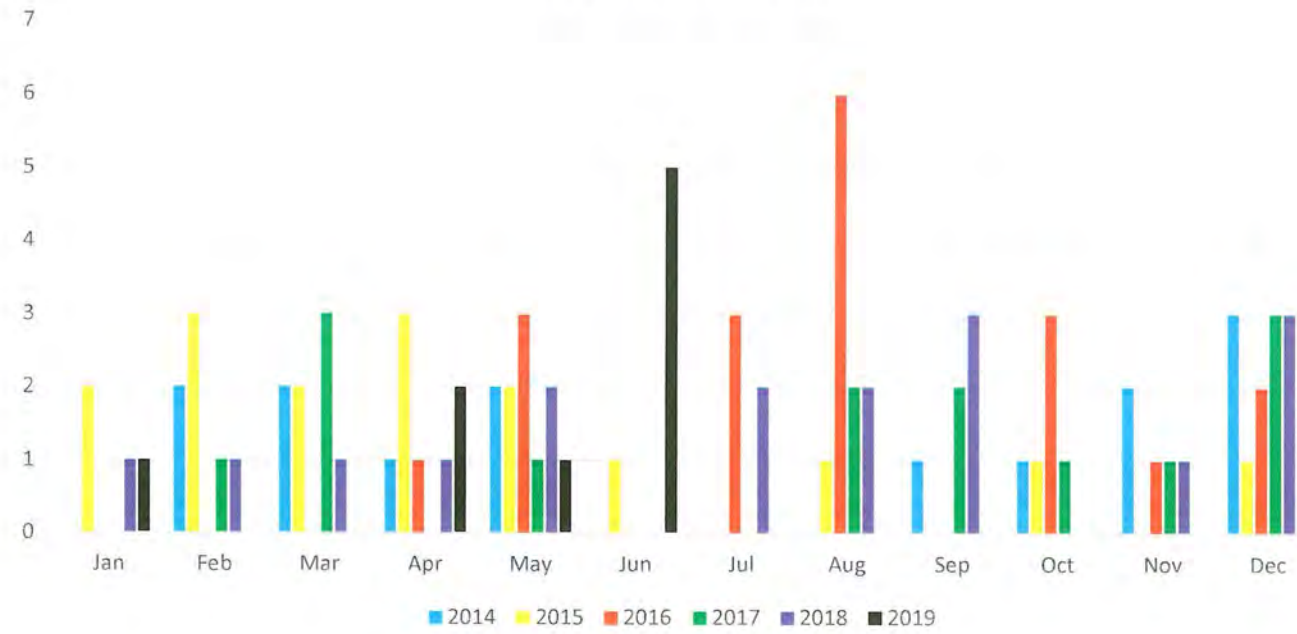




POLICE REPORT
JOINT ROAD SAFETY COMMITTEE MEETING
August 2019

Prepared by A/S/Sgt Craig Rawlinson

WBOP Fatal Crashes



WBOP (Past 5 years)

Fatal Crashes

2014	16
2015	18
2016	19
2017	14
2018	17
2019 (YTD)	9

FATAL CRASHES 2019 (as at 12/08/2019)

Date dd/mm	Time 24hr	Crash #	Death #	Location	Type	Age	Sex MF	Brief circumstances	Pros Y / N
3 Jan	04:30	1	1	Cambridge Rd, Tauriko	Rider	21	M	Travelling along Cambridge Rd heading from SH29 and lost control of motor bike, crossed on to incorrect side of road and collided with a power pole.	N
2 Apr	17:40	2	2	Te Puke Highway, Rangiorua	Driver	21	M	Travelling west along Te Puke Hwy when crossed centreline and collided with van heading in east bound direction. Driver of car killed instantly.	N
9 Apr	04:48	3	3	Te Puke Highway (400m E - Manoeka)	Cyclist	66	M	Cyclist riding in easterly direction, HI VIS and lights utilised on cycle. Struck from behind between fog line and edge of seal by Nissan skyline. Driver charged with Careless Causing Death.	Y
13 May	10:30	4	4	Grace Road, Tauranga	Driver	91	M	Sole occupant of vehicle appears to have had medical event and left road crashing into tree. Nil skid/damage to road etc. and no vehicle fault. Died in hospital days later from injuries received.	N
17 June	14:20	5	5	SH29 Kaimai's (near Ruahiri)	Driver	52	M	Toyota ute travelling west towards Hamilton on SH29 failed to remain in lane while negotiating a moderate bend. Crossed centreline into path of oncoming truck/trailer travelling east. Driver of Toyota died at scene from injuries. Two passengers in ute and driver of truck sustained various injuries.	N
19 June	08:19	6	7	Pongakawa School Rd,	Passenger Passenger	34 33	M M	Car driven across railway tracks whilst alarms and lights flashing. Hit by train killing 2 of the passengers. Driver of the car had only been in NZ for a short time and had little experience with driving cars. Driver being charged with Careless Causing Death x2 and Careless Causing Injury.	Y
19 June	13:42	7	8	Girven Rd, Mt Maunganui	Pedestrian	88	M	Deceased crossing road on pedestrian crossing on his mobility scooter was hit by a vehicle that failed to see him crossing. Charging decision to be made.	?
25 June	19:58	8	9	SH2, Bethlehem by Wairoa Marae	Driver	23	F	Deceased crossed centre line onto footpath on incorrect side of road, then tried to return to correct side of road and collided with an oncoming vehicle.	N
30 June	01:33	9	11	No1 Road, Te Puke	Both Passengers	24 32	M M	Passengers deceased in backseat of people mover that lost control and hit a culvert, crashing through a garage and into a paddock. Driver charged with Excess Blood Alcohol Causing Death (156).	Y

Contributing factors in crashes to date:

- Speed
- Intoxication
- Driver inattention

Police operations to date (2019):

- Back to School Campaign (Feb, April)
- Summer Policing (Joint ops with IPT)
- Kiddiclic (monthly in conjunction with Plunket)
- Distraction Operations, morning and night (red lights and cell phone use)
- School Operations (at the beginning of each school term)
- 'Boy Racer' Operations
- Roadworks Speed Operations
- SH2 North Operations (Speed and CVST brought in from region)

BAY OF PLENTY TIMES PREMIUM

Roadworkers v speeding drivers: Near-misses prompt Western Bay of Plenty police response



Police will be targeting drivers speeding through roadworks after a series of near-misses prompted a police response in the Western Bay of Plenty.

Future Campaigns:

- Summer Policing (Joint ops with IPT)
- Kiddiclic (monthly in conjunction with Plunket)
- Distraction Operations, morning and night (red lights and cell phone use)
- School Operations (at the beginning of each school term)
- 'Boy Racer' Operations
- Roadworks Speed Operations
- SH2 North Operations

	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
WEEK ONE	SH2 NORTH/SH29	Speed on Highways	Boat Trailers Op	Alcohol/Drugs	Alcohol/Drugs	Alcohol/Drugs	Back to School	Restraints/Cellphones	SH2 NORTH/SH29	SH2 NORTH/SH29	SH2 NORTH/SH29
WEEK TWO	Elderly Drivers	Restraints/Cellphones	Alcohol/Drugs	Motor Bikes	Alcohol/Drugs	Alcohol/Drugs	Back to School	Intersections (Urban)	SH2 NORTH/SH29	Back to School	Alcohol/Drugs
WEEK THREE	Road Work Speed	Boy Racer Op	Back to School	Alcohol/Drugs	Alcohol/Drugs	Alcohol/Drugs	Graduated Licences	Rural School speeds	SH2 NORTH/SH29	SH2 NORTH/SH29	SH2 NORTH/SH29
WEEK FOUR	HMV Speed Enforcement	Boy Racer Op	Alcohol/Drugs	Boy Racer Op	Alcohol/Drugs	Alcohol/Drugs	Intersections (Rural)	Alcohol/Drugs	SH2 NORTH/SH29	SH2 NORTH/SH29	Alcohol/Drugs

- Further operations to address emerging issues

Emerging issues and options to circumvent behaviour

- Driver speed and following distances on wet roads
 - Public education / media work
 - Continued policing of speed and following distances
- Continuing speed through roadwork sites
 - Continued Police speed operations at roadwork sites
 - Continued public education / media work
- 'Boy Racer' activity in Tauriko / The Lakes and Te Okuroa Drive Papamoa industrial areas
 - Approved speed camera sites to enable deployment of the Speed Camera Van (previously requested by S/Sgt Pakes)
 - Cameras monitored by TCC, with Police to be called in to deal with offenders (Police cannot be at these locations 24/7)
 - Need for an additional light vehicle restriction sign at the new southern entry to the Tauriko / The Lakes industrial area



- Consideration to relocating light vehicle restriction signs in Te Okuroa Drive Papamoa to more clearly define the industrial area where the restriction applies (Te Okuroa Drive has had significant residential development)

JOINT ROAD SAFETY OPERATIONS MEETING	MINUTES
Date: 14 May 2019	Time: 1.30 pm Place: Level 3, Boardroom, 306 Cameron Road
ATTENDEES	
Chairperson	Karen Smith (TCC)
Tauranga City Council	Philippa Browne
Tauranga City Council	James Wickham
Tauranga City Council	Duncan Wilson
NZ Police	Mark Pakes
NZ Transport Agency	Marceli Davison
BOPRC	Jenny Mack
WBOPDC	Stuart Harvey
Westlink	Justine Wilton
Beca (seconded to NZTA)	Alex Jeffcoat
Minute Taker	Duncan Wilson

Minutes

GENERAL ITEMS		
Apologies	Martin Parkes, Jessica Davis	
	MINUTES/ ACTION POINT CARRY-OVERS	BY WHO/WHEN
	Acceptance of Previous Meeting Minutes The minutes of 12 March 2019 accepted as a true and accurate record of meeting.	Moved by: Karen Smith Philippa Browne
AP 4/19	Find out whether standard report on sub-regions road safety activities is required and if so, frequency Jenny advised that Sub region report required every 6 months	Jenny
AP 5/19	Look at how to capture statistics on alternative transport options in schools e.g. e-bikes, scooters, motor scooters etc. Investigating how to capture in workplace Now capturing scooter data at schools Google data discussed- potential opportunity to acquire a lot of data. Justine indicated she will investigate further.	Karen / Justine
	ACTIVITY UPDATES	
Marceli	Road Safety Action Plan meetings coming up Road Safety Week just finished 55 Road Safety Coordinators attending training MOT Safer Journeys.	
Philippa	Minor Projects on hold Minor safety finalising list for design Auditing at pedestrian crossings – outside 3D crossings on the Strand Bus network – still making minor changes to stops – working with Regional Council Customer complaints – speed theme. Lot of feedback on our network changes – not accepting or quite ready for the safety first focus Police seeking legal permission for deploying speed cameras in Temporary Speed work sites – expected to be permitted soon.	
James	Red light campaign being launched this month Liaising with Auckland and Christchurch re what they are doing in this field – feedback awaiting	

	<p>Boy-racer behaviour discussed. Antisocial behaviour at Bus Stops – worse in city centre without security guards. Smoking of drugs a particular concern. Large gatherings of school kids are also of some concern Homeless use Library WIFI 3D pedestrian crossings on The Strand. Speed data – indicates no meaningful effects on vehicle speeds. Barriers at events seeking feedback from other authorities. Nothing as yet. New legislation or guidelines coming in this space from central government.</p>	
Duncan	TCC looking to employ another Traffic Safety Engineer to assist in Speed Review. Targeted to get underway in the second half of this year.	
Mark	<p>Bridge crash gone to coroner for determination Te Puke vehicle pedestrian collision in a reserve Speed camera sites – proposed sites being developed Kiddiclic update The Lakes being used by Boy racers 400 speeding tickets issued in 2 hours outside Mount College 8 June - Boy Racers are coming to Tauranga – investigating enforcement options Bethlehem Shopping Centre crash – car seat came out of the car, not properly attached Right Foundation and Plunket – need more education opportunities – car seat fitting is poor NZTA has good website videos Discussion on strategy for deployment of speed cameras.</p>	
AP 6/19	Provide proposed Speed Camera sites information to all joint road safety parties for review with feedback welcomed.	Mark – emailed 17/5/19
Justine	<p>Busy with Rehabs and Design Fatality on Maunganui Bridge – No road factors in causing the crash excepting inadequacy of bridge side protection Discussion on lighting of the bridge – risks with isolated lighting Bridge needs a median barrier most critically.</p>	
Jenny	<p>Sub region reports – every 6 months Regional Transport Committee - update. Billboard deployment delayed due to TMP signoff. Winter Pit Stops start next week – joint initiative using student mechanics (approx. 30% failure rate at Pit Stops – non-threatening). FOMO campaign- No to phone use when driving - Social Media and Video campaign.</p>	
Stuart	<p>Maketu Cycleway being investigated No 1 Road Te Puke cycleway proposed School sites – 40 zones (Oropi, Paengaroa, Rangiuru, Fairhaven) TTOC interested in specing the signs for school zones.</p>	
AP 7/19	WBoP to contact James at TTOC for details on specifying signs in School Zones	
Alex	<p>Speed reviews in the next few months SH2 works commence September 2019 Baylink works ongoing Minor projects being scoped for next year.</p>	
Karen	<ul style="list-style-type: none"> • Secondary Student workshop very good attendance • Completed 5 x Mobility scooter workshops with Age Concern partnership • 2x Bike Ready training 3 day workshops for local cycle skills instructors x 20 instructors for Kids Can Ride (KCR) and Cycle Savvy • 1x 3 day induction workshop for all KCR cycle instructors together covering Grade 1 and 2 BikeReady • Kids Can Ride programme now implementing the BikeReady programme aligned to national best practice 	

	<ul style="list-style-type: none"> • Young Driver workshop for learners 16 April with NZTA and AMI and Beurepaire partnership • Carfit refresher for volunteer technicians completed at Age Concern by Travel Safe staff • CarFit x 5 workshops completed 29 April – 3 May – very good feedback • Be Safe, Be Seen, Be Bright campaign in action with 5 check points (13 May – 20 May). Packs provided for seasonal Pack House workers in Katikati and Te Puke - distributed by local community volunteers. Workplaces have been reached with Be Safe campaign. • Planned Intermediate student/teachers workshop postponed to 12 June as teachers had industrial strike • School Travel Action plans ongoing with student groups in primary, intermediate and secondary schools • Workplace travel planning – TCC staff travel modes survey in progress • Ngati Kahu recidivist drink driver- planned meeting with NZ Police and Travel Safe staff and follow up with NZ Probation Service • Orange Day planning in progress for 29 November 2019 • Kiddiclic – thanks to partnership with Plunket, and NZ Police • Winter Pit Stop due to start next week, thanks to BOPRC • BURS – observations still in Links Avenue / Golf Road - integrated to school travel action plan at Mount Intermediate, and Mount College • FOMO – gone live thanks to BOPRC and regional programme. 	
	GENERAL BUSINESS	
	<p>Stuart initiated discussion on managing aggressive people – cultural issue Similar issue with alcohol culture Positive campaigns with community role models - upskill</p>	

There being no further business, the meeting closed at 3.00 p.m.

Date of next meeting – 11 June 2019 @ 1.30pm, 306 Cameron Road

JOINT ROAD SAFETY OPERATIONS MEETING	MINUTES
Date: 11 June 2019	Time: 1.30pm Place: Level 3, Boardroom, 306 Cameron Road
ATTENDEES	
Chairperson	Karen Smith (TCC)
Tauranga City Council	Philippa Browne
WBOPDC	Stuart Harvey (absent)
WBOPDC	Ashley Hall
Westlink	Justine Wilton
Minute Taker	Karen Smith

Minutes

GENERAL ITEMS		
Apologies	Martin Parkes, Mark Pakes, James Wickham, Duncan Wilson, Marceli Davison, Jess Davis, Alex Jeffcoat	
MINUTES/ ACTION POINT CARRY-OVERS		
	Acceptance of Previous Meeting Minutes The minutes of 14 May 2019 accepted as a true and accurate record of meeting.	
NAME	ACTIVITY UPDATES	
Justine	SH29A Flushed up with resealing Maungatapu Bridge to concrete wall. Paengaroa School - 40km active school signs installation in July School Holidays. Oropi School - planned works to occur in July School Holidays State Highway roundabout – installing solid lines to define lanes	
Jenny	Winter Pit Stop in action – good feedback. Tertiary students are trained by NZTA and very engaged in the activity. Radio Advertising campaign – ‘Drive to the conditions’. FOMO – social media – ‘Distraction’ campaign across the region. Motorcycle safety – advertising courses to encourage motorcyclists to enrol.	
Pip	Projects on hold while review of projects/funding in progress. Bus Stop – Grenada Street - school to be contacted as bus stop may be moved. Speed Limits – review underway of: <ul style="list-style-type: none"> • over 50km areas • school speed zones 	
Ashley	Parking Policy gone to Council for review. Stuart: covers Te Puke – Otumoetai area Ashley: covers Katikati – Te Puna area Te Ranga – speed Limit - general discussion about speed concerns in the School area.	
Karen	1. Young Driver workshop for learners, completed. 2. National Bluelight mentoring programme - have taken through; 14 pre-learners, 86 learners, 58 restricted and 11 full licence. Some of the students are linked into Young Driver programme with a mentors. 3. <i>Be Safe ,Be Seen, Be bright</i> completed 6 checkpoints across the city with more than 250 cyclists passing through in the 1 hour time frame. Reflective equipment was distributed to pack houses in Te Puke and Katikati. 4. An Intermediate Student Teacher workshop focused on road safety was well attended. Pam Hook (educationlist who developed NZTA road safety	

	<p>guidelines for schools curriculum) presented alongside a representative from CAN (Cycle Action Network). The workshop content included a practical bus safety and 'blind zone' awareness component (thanks to BOPRC).</p> <ol style="list-style-type: none"> 5. At the request of the NZTA senior advisor Pam McConchie, best practice examples of Travel Safe School Action Plans have been provided by TCC Travel Safe staff for NZTA to share the information on the NZTA hub. 6. Ngati Kahu recidivist drivers – meeting held with police and relevant presenters. Travel Safe have provided additional materials. 7. Bus User Safety 'BURS' - emphasis - > bus safety procedures. 8. FOMO – 'fear of missing out' Travel Safe face book page supporting BOPRC with the mobile phone distraction campaign. 9. Winter Pit Stop – first check point completed with tertiary students trained at Toi Ohomai campus.- > in partnership with BOPRC. 10. Travel Safe Road Safety / Active Travel follows NZTA 'best practice' guidelines. Guidelines have been distributed to all road safety coordinators. 11. TCC staff survey has just been completed. TCC's Travel Safe Workplace Coordinator is scoping next steps in respect of travel options etc. 12. Joint Road Safety Action Plan being developed by Travel Safe and NZ Police staff with the target of being tabled at the next JRS Ops Meeting for approval. 	
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There being no further business, the meeting closed at 2.55 p.m.

Date of next meeting – 9 July 2019 @ 1.30pm, 306 Cameron Road

Draft Road Safety/Active Travel Action Plan 2018/21

Tauranga City and Western Bay of Plenty

Period: 1 July 2018 to 30 June 2021

Safer Journey Vision: A safe road system with Vision Zero approach.

"We all make mistakes from time to time.

We need to stop simple mistakes turning into tragedies.



New Zealand
POLICE
Māta Kōwhiriwhiri o Aotearoa



Function and Purpose;

This plan is a critical component in the delivery of a Road Safety programme across the Tauranga City and Western Bay of Plenty districts. The two councils through resolution have agreed to a cluster arrangement for the purpose of delivering a road safety programme across their respective districts. For management purposes a Joint Road Safety Committee has been appointed with representatives from political, key stakeholder and community groups.

The Joint Road Safety Committee is tasked with the management of all road safety activities. To enable this there is a supporting structure which includes:

1. Quarterly Committee meetings - part of Councils formal meeting roster, with formal agendas and minutes.
2. Monthly operational meetings for professional key staff with agendas reporting lines and minutes.
3. Planning processes, operational calendars and works schedules as attached.

The sub-region prides itself as a proactive forward thinking Road Safety Action Plan (RSAP) team fully aligned with Safer Journeys Strategy acknowledging the new safe system approach.

Note: Local council engineering / works schedules, and the travel demand calendar have not been attached to this exemplar.

Strategy and Policy Alignment:

Vision Zero and the Safe System: Vision Zero is founded on the Safe System approach (Ministry of Transport www.saferjourneys.govt.nz)

Vision Zero is a world –leading approach to road safety that says:

- No loss of life on roads is acceptable
- Road deaths and serious injuries are preventable.
- People make mistakes and are vulnerable – we need to stop simple mistakes turning into tragedies
- It places safety as a critical decision-making priority in our transport decisions.
- It focuses on shared responsibility between road users, and the people who design and operate our roads.

Vision Zero is a world –leading approach to road safety that says:

Regional Vision: “Best transport systems for a growing economy and a safe and vibrant Bay lifestyle”(RLTS (2011-2041), Bay of Plenty Regional Council)
<https://www.boprc.govt.nz/about-council/meetings-and-agendas/committee-structure/regional-transport-committee/>

Tauranga Transport Vision: Bay of Plenty is a place that is easy and safe to move around.
https://www.tauranga.govt.nz/Portals/0/data/council/strategies/files/tauranga_transport_strategy

Western Bay of Plenty Vision: 3.1 Public health risks (a) Road safety.
<https://www.westernbay.govt.nz/transportation-roads-and-water/road-safety>



Safe System Approach

“We all make mistakes from time to time.
 We need to stop simple mistakes turning into tragedies.”

The Safe System approach focuses on creating four pillars to achieve the above objectives. Those pillars are:

- safe roads and roadsides
- safe speeds
- safe vehicles
- safe road use.

Safe System Objectives

- Improve the safety of our roads for example with median barriers, improved road sides, safer intersections and separated cycle lanes and footpaths
- Strive for all travel speeds to be safe and appropriate for the function and use of the road so that road users can survive the crashes that happen
- Improve the safety of vehicles, for example with electronic stability control, front and side curtain airbags, and collision avoidance systems.
- Support road users who are competent, alert and unimpaired; they comply with road rules, take steps to improve road safety and expect safety improvements.

National areas of high concern identified in Safer Journey

- Reducing alcohol/drug impaired driving.
- Increasing safety of young drivers
- Safe roads and road sides
- Safe Speeds
- Increasing the safety of motorcycle

National Areas of Medium Concern Identified in Safer Journeys

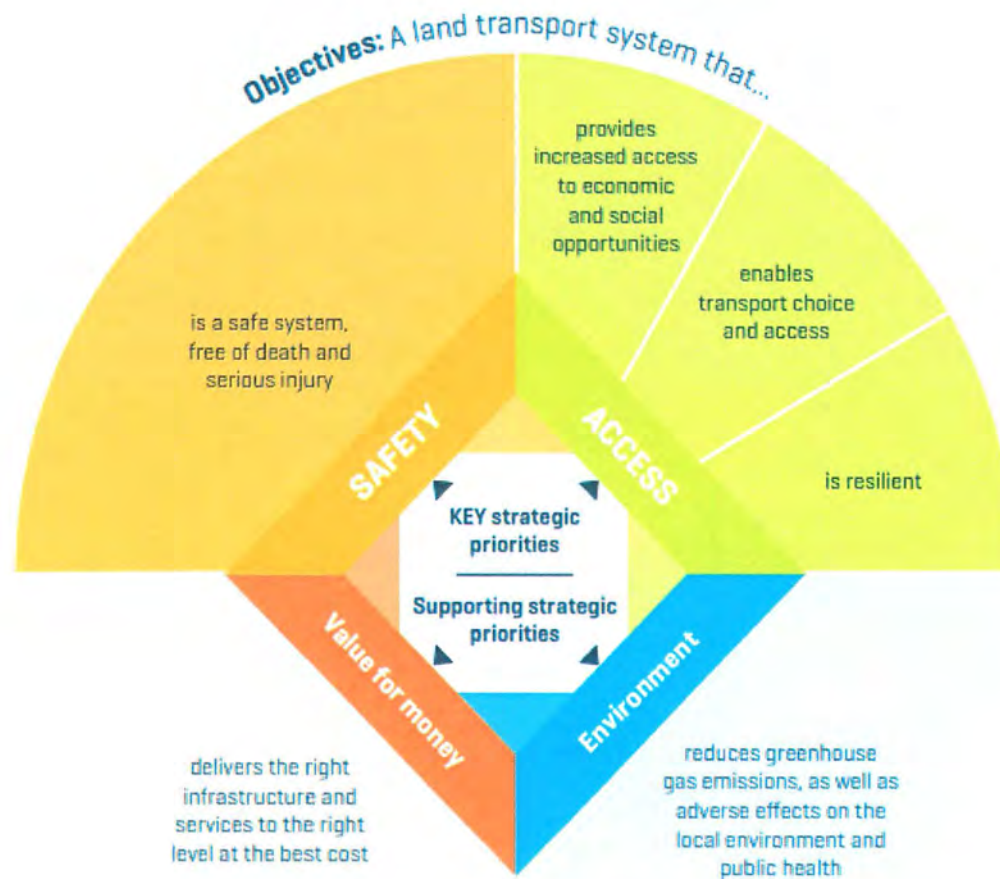
- Improving the safety of light fleet vehicles.
- Safe walking and cycling.
- Improving the safety of heavy vehicles.
- Reducing the impact of fatigue.
- Addressing distraction
- Reducing the impact of high risk drivers

National areas of continued and emerging focus

- Increasing the level of restraint use
- Increasing the safety of older New Zealanders
- Increasing cycle safety

This plan acknowledges that: Activities recorded in the Action Plan are identified and developed, reflecting the following four safe system principles:

1. Human beings make mistakes and crashes are inevitable;
2. The human body has a limited tolerance to crash forces;
3. System designers and system users must all share responsibility for managing crash forces to a level that does not result in death or serious injury;
4. It will take a whole-of-system approach to implement the Safe System in New Zealand.



Travel Safe Principles/Strategies (based on Ottawa Charter) <http://www.who.int/healthpromotion/conferences/previous/ottawa/en/index1.html>



- Listening to communities
- Keeping it simple and flexible
- Developing community ownership at the beginning
- Strengthening community action
- Developing personal skills
- Creating supportive environments
- Supporting building healthy public policy

RSAP Goal: To contribute to the Ministry of Transport's Safer Journeys Strategy and vision zero to reduce the number of deaths and serious injuries on our road network.

This plan acknowledges the Governments' Safer Journeys Strategy and that even a responsible driver may make mistakes on our local roads. It is the goal of this plan to better manage our road networks, our vehicles, our users and speeds to deliver a safe system across the Western Bay of Plenty sub region.

Aims: To achieve this goal; the Joint Road Safety Committee plans to:

1. Gain a full understanding of the crash risks on our road networks so that we can reduce the social costs of road crashes.
2. Engineer our high risk road infrastructure to be predictable; forgiving of mistakes; and self-explaining.
3. Manage our roads to ensure that the travel speeds suit the function and safety level for the road environment and conditions.
4. Encourage the use of safe and road worthy vehicles.
5. Encourage all road users to be skilled, competent, alert, and unimpaired. Educate road users of the risk of not complying with the road rules and encourage road users to take steps to improve their safety.

Management:

This RSAP is a collaborative approach from participating partners to provide focus, commitment and urgency to address and mitigate local road safety risks. This RSAP will also identify opportunities for improvement, and will reflect national policy to encourage national consistency for Road Safety Action Planning.

1. The plan will be led and managed as a cluster agreement with Tauranga City Travel safe appointed lead council
2. Identified key agencies are partners to this plan and will attend meetings and fully participate in planning and process

Appendix 1: 2016 crash statistics for the Bay of Plenty

The statistics below have been gathered from the most recent NZTA Crash Analysis System data for the Bay of Plenty.

Fatality statistics due to road crashes	Five year rolling average 2011-2015	Provisional 2016
Tauranga City Council	3	5
Western Bay District Council	9.4	14
Bay of Plenty region	25	32

Serious injury statistics	Five year rolling average 2011-2015	Provisional 2016
Tauranga City Council	35	28
Western Bay District Council	41.4	30
Bay of Plenty region	139.2	138

Social cost of serious injuries and deaths due to road crashes	Five year rolling average 2011-2015 (\$Millions)	Provisional 2016 (\$Millions)
Tauranga City Council	47.60	43.18
Western Bay District Council	74.39	71.55
Bay of Plenty region	242.73	269.66

2017 Communities at Risk Register ranking by personal risk

Category	Area of concern	Bay of Plenty Region	Western Bay	
			Tauranga	Western Bay
User behaviour	Alcohol	M	-	M
	Speed	-	-	AM
	Distractions	H	-	H
	Fatigue	M	-	H
	Restraints	-	-	AM
User type	Young drivers	H	-	H
	Motorcyclist	M	-	-
	Cyclist involved	-	AM	-
	Pedestrians	-	AM	M
	Older drivers	-	-	H
Road Environment	Urban intersections*	-	-	AM
	Rural Intersections*	-	-	H
	Rural roads*	-	-	AM
	All fatal and serious crashes	M		M

Notes: Have removed category All intersections.

Safer Journey 2010-2020 Areas of concern ranking

NZTA/Safer Journeys - Areas of High Concern
NZTA/Safer Journeys - areas of medium concern
NZTA/Safer Journeys - continued and emerging focus

Ranking by personal risk

H	High
M	Medium
AM	Above mean

WBOP Police Calendar 2019-2020

	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
WEEK ONE	SH2 NORTH/SH29	SH2 NORTH/SH29	Speed on Highways	Boat Trailers Op	Alcohol/Drugs	Alcohol/Drugs	Alcohol/Drugs	Back to School	Restraints/Cellphones	SH2 NORTH/SH29	SH2 NORTH/SH29	SH2 NORTH/SH29
WEEK TWO	SH2 NORTH/SH29	Elderly Drivers	Restraints/Cellphones	Alcohol/Drugs	Motor Bikes	Alcohol/Drugs	Alcohol/Drugs	Back to School	Intersections (Urban)	SH2 NORTH/SH29	Back to School	Alcohol/Drugs
WEEK THREE	Graduated Licences	Road Work Speed	Boy Racer Op	Back to School	Alcohol/Drugs	Alcohol/Drugs	Alcohol/Drugs	Graduated Licences	Rural School speeds	SH2 NORTH/SH29	SH2 NORTH/SH29	SH2 NORTH/SH29
WEEK FOUR	SH2 NORTH/SH29	HMV Speed Enforcement	Boy Racer Op	Alcohol/Drugs	Boy Racer Op	Alcohol/Drugs	Alcohol/Drugs	Intersections (Rural)	Alcohol/Drugs	SH2 NORTH/SH29	SH2 NORTH/SH29	Alcohol/Drugs

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Reducing alcohol/drug impaired driving (S) 2020 High Concern)

National success indicators: Alcohol and related harm is reduced in Western Bay of Plenty. An increase in the percentage of the community who believe that there is a high probability of being stopped and breath tested or impairment tested.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reporting
Safe road user	Activity 1 Community responsibility for safer journey messages around Drug and alcohol	To promote zero tolerance and sober driving. Promote opportunities for young people to be involved in messages to their peers. Promote messages in community and workplaces.	Travel Safe	ongoing	Annual monitoring through crash register, local police and NZTA local issues. 3x campaigns completed.	
Safe road user	Activity 2 Focus Deployment	To reduce serious crashes in line with vision zero through the delivery of operation profile and one additional alcohol operation in addition to an alcohol focussed Easter operation.	NZ Police	Ongoing	Annual monitoring and comparison with prior year's local Police data. Education /advertising prior. Support police with educational material	
Safe road user	Activity 3 Recidivist driver programme	Deliver 10 one-day courses for court referred recidivist driving offenders and 2x 10 weeks longer course. Reduce the number of repeat offenders	Ngati Kahu Travel safe Probation NZ Police	Attached operations calendar	Event survey and Court records for reoffending. 12 courses. 3x 2hr programmes for at risk	
Safe road user	Activity 5 Young people Alcohol/drugs	To support delivering a programme to all schools with drug and alcohol messages involving young people.	Travel Safe NZ Police Re SADD	Attached operations calendar	Regular school reports / updates. (see Secondary school travel action planning integration)	
Safe road user	Activity 7 Regional mixed media campaign	(see BOPRC Action Plan	BOPRC	Attached operations calendar	Annual monitoring through crash register and NZTA local issues data.	

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Safer Journeys Safe Speeds (SJ 2020 High Concern)

National success indicators: reduction in the number of speed-related fatal and serious crashes. An increase in the percentage of the community who believe that there is a high probability of being stopped if they speed.

Changed attitudes in regard to 'road risk' rather than conversation around 'speed'. A reduction in the mean of all vehicle speeds. A reduction in the number of drivers exceeding posted speed limits. Road Users drive to the conditions at safe speeds.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
Safer speeds and user	Activity 1 Back to School Deployment Focus	To manage ongoing campaigns to raise awareness of vehicle speeds and driver behaviour past schools and buses. Through pre and post campaign observation a 5% improvement will be realised. (first week of every term)	Travel Safe NZ Police	Start of school terms.	Annual monitoring through crash register	
Safer speeds and user	Activity 2 Is your Speed Safe” (Mixed Media Campaigns)	To reduce the reported speed related crashes across the districts by 5%, through awareness and enforcement campaigns emphasising drive to the conditions, driver distraction and tolerance.	NZ Police NSC Travel Safe	Attached Operations Calendar	Annual monitoring through crash register and NZTA local issues data.	

Safer speeds and user	Activity 3 Speed Camera V	Sites that are identified. Raise awareness to reduce speed. Speed camera sites.	NZ Police Travel Safe	Attached operations calendar	Ongoing campaigns (80/20 rural/Urban) managed and speed reductions recorded	
Safer speeds and user	Activity 4 SH29, SH 2, SH 2/33. Te Puke -3 Mile Hill. Winter Enforcement Plan	To reduce the incidence of winter speed related crashes on our worst performing local highways SH29, SH2/33 Te Puke - 3 Mile hill and SH2 North maintaining downward trend	NZ Police NSC - NZTA Travel safe	July-Aug NZ Police- April-May-June HRR - NZTA Travel safe	Police report Integrated into Rural road risk NZTA programme	
Safe roads and roadside	Activity 5 Neighbourhood Travel safe	To establish and maintain contacts and support through Community Centre groups and workplaces with Travel Safe initiatives as integrated approach. To increase car safety awareness in local communities	Travel Safe. Local Communities Schools/preschools Workplaces DHB BOPRC	Ongoing	As per NZTA LTTP TCC and WBOPDC focuses. Travel Safe community development integrated approach 2 CommunityPit Stops in partnership with BOPRC	
Safer speeds	Activity 6 Police activity	To deliver ongoing enforcement focusing on speed (R.I.D.S) Restraints, Intersections, Distraction and Speed.across all local Network safety coordination routes (High risk rural roads).	NZ Police	As per operations calendar Police	Annual monitoring through safety reports, local data and crash register and NZTA local issues data.	
Safe road user	Activity 7 Regional mixed media campaign	To develop and deliver speed activities which are integrated and managed alongside the districts speed activities. This will assist the district in achieving their stated outcomes for speed.	BOPRC	As per operations calendar	Annual monitoring through crash register and NZTA local issues data.	

Safe roads and roadsides(SJ 2020 High Concern) - Urban Intersections

National success indicator: A reduction in the number of fatal and serious head on, intersection and run-off road crashes.
Increased awareness of high risk urban intersections and rural roads.

Safe System	Local activities	Activity objectives/ outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe road user	Activity 1 Urban/Rural Intersections	To identify and update high risk roads. To manage SJ 2020 initiatives to enable a reduction from the reported crashes across the districts. Ongoing education and awareness of local high risk intersections - Mixed media campaigns	Travel Safe Driver trainers NZ Police ACC	Ongoing	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. Support given to Age Concern	
Safe road user	Activity 2 Red Light enforcement campaign. Urban intersections	To manage a reduction in intersection related crashes through two enforcement campaigns aimed at a reduction of intersection related crashes by 5% over the last five years. Supported in education by integrated travel safe approach themed -Give clear signals	NZ Police Travel Safe	Aligned to police calendar as attached	Annual monitoring through CAS and NZTA local issues data. Supported education through media sources using TTOC cameras.	
Safe road user	Activity 3 High risk rural roads	To further develop a high risk rural road multi media campaign (billboard, radio and print media) across this highway campaign with a focus on high risk rural roads and intersections (Note these campaigns have independent activity and action plans)	NZ Police NZTA Travel safe BOPRC	Aligned to police calendar as attached	Annual monitoring through safety reports, local data and crash register and NZTA local issues data. Summer messages /winter messages Media to appropriate settings New messages developed 2015-18	
Safe Vehicle	Activity 4 Drive to Conditions	To partner with Winter Pitstops on the ground campaign with local radio station and garages to integrate NZTA TWIRL campaign to encourage safer vehicles and	NZTA Travel Safe BOPRC	June, July ,August	Aligning to Transport Agency programme alongside police partnership and media follow up.	

		owners upskilled into what makes a vehicle safer.	Local mechanic (tertiary)		Feedback from community taking part in pilot. As above Pit Stops at 3 locations.	
Safe roads and roadsides	Activity 5 Safety Engineering activity	Manage all minor safety retrofit construction projects in accordance with the attached engineering schedule.	NZTA , TCC, WBOPDC		Annual monitoring through council and NZTA reports, local data and crash register and NZTA local issues data.	

Safe roads and roadsides(SJ 2020 High Concern) - Driver Distraction _Emerging issue

National success indicator: A reduction in the number of fatal and serious head on, and run-off road crashes, created by distraction
Drivers and passengers manage and minimise the risks of distractions.

Safe roads and roadsides	Activity 1 Distraction related crashes	To raise awareness of distraction as a major cause of serious and fatal crashes and reduce these incidences by raising awareness of what specific distractions contribute to these statistics. Raise awareness of what is a distraction that contributes to fatal and serious outcomes.	Police Travel Safe	Aug - Sept	Annual monitoring through data and crash stats.	
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Increasing the safety of motorcycling (SJ 2020 High Concern)

National success indicator: A reduction in the number of motorcyclists killed and seriously injured.
Motorcyclists managing and minimising the risk in the Western bay of PeInty

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	
Safe road user	Activity 1	To reduce the reported serious crashes in Tauranga city to 5 less than through delivery of 2 regional training courses for	ACC	March Sept	Annual monitoring through MOT report, local data and crash	

Increasing the safety of young drivers (High Concern)

National success indicator: Reduction in the number of 15-24 year olds killed or hospitalised and an increased probability awareness of enforcement measures.

Young People practice safe driving behaviour in Western Bay of Plenty

	Motorcyclist training workshops	motorcycles plus 2 training courses for scooters.	Motorcycle Trainer.		register and NZTA local issues data.	
Safe road user	Activity 2 Mixed media campaigns	To reduce the reported serious crashes in Tauranga City vision zero approach through delivery of a mixed media campaign.	ACC	July, Aug	Annual monitoring through MOT report, local data and crash register and NZTA local issues data.	
Safe road user	Activity 3 Motorcycle Enforcement	To improve the safety of Motorcycling through motorcycle speed enforcement. Specifically focusing on the under 24 age group and 'born again riders' to further reduce the incidence of speed related motorcycle crashes	NZ Police ACC? (main deliverers) Travel safe	Sept Oct	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. Supported through Travel Safe integrated approach in secondary school travel plan with scooter users.	
	Activity 4 Scooter and Safety for Secondary Schools	To improve scooter safety in young people travelling to and from school and tertiary.	Travel Safe Motorcycle /scooter instructor	Term 1,3 annually	Evaluation and report based on programme at local secondary schools with piloting workshop. Linked to Travel Safe secondary school travel plans.	

Increasing the safety of young drivers (High Concern)

National success indicator: Reduction in the number of 15-24 year olds killed or hospitalised and an increased probability awareness of enforcement measures.

Young People practice safe driving behaviour in Western Bay of Plenty

Safe System	Local activities addressing	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe road user	Activity 1 New Drivers	To involve promotional materials to encourage safer driving and license progression through the GDLS.(Graduated Licence system) e.g.Drive	Travel Safe NZ Police Driver trainers ACC	Feb	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. (Linked to Secondary school Travel Plans and student groups)	
Safe road user	Activity 2 Young people conditions of licence	To raise the awareness of young drivers inexperience and risk taking mentality (SJ 2020 page 34) through an enforcement/education GDLS campaign focusing on driving restrictions and to encourage drivers to progress though the licence system. To manage the safety of youth vehicles through one vehicle check campaign	NZ Police Travel safe	ongoing	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. Supported by education in and around secondary/tertiary institutions.	
Safe road user	Activity 3 Regional mixed media campaign	To develop and deliver a comprehensive advertising campaign integrated and managed alongside the districts youth activities. This will assist the district in achieving their stated outcomes for youth.	BOPRC		Annual monitoring through crash register and NZTA local issues data.	

Safe road user	Activity 4 Young driver in community	To develop an integrated Travel Safe programme, media feature campaigns for youth driver behaviour. Workplace settings and continue as part of secondary school travel plan and integrated package in alignment with NZTA	Travel Safe Schools Police Workplaces BOPDHB, BOPRC	Ongoing	Annual monitoring through crash register and NZTA portals and alignment 1x radio advert(see Secondary school travel plans - student involvement) 3x young driver programme involving all secondary schools	
Safe road user	Activity 5 Young Driver Programme	To support a regional National Bluelight and local young people and parents/caregivers a comprehensive demonstrated Young Driver Mentoring Programme	Blue light Travel Safe NZ Police Key stakeholders BOPRC		Pre and post evaluations and numbers recorded to Learners, restricted, full licence Linking it to Secondary school travel plan and Young Driver workshops	

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Safe pedestrian (SJ Medium concern) (high concern)
National success indicator: A reduction in the number of Fatal and serious crashes involving pedestrians.
 Improved safety for pedestrians and vulnerable road users

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
Safe road user	Activity 1 Road safety	To improve safety at our local schools and the wider community through addressing safety concerns in regard to school / community	Local Schools and preschool institutions	Ongoing as part of Travel	Selected site surveys and ongoing management template for each plan.	

	School travel plans (primary/intermediate, secondary)	generated road traffic dangers. To manage and maintain the current 30 plans and develop a further 3. To maintain the current KOF (Kids on feet) busses and set more as required. To set up maintain school travel plans at intermediate schools. Begin a pilot at secondary schools that aligns with NZTA national education group – whole school approach.	Travel Safe Police Engineers Ruben RSB Puppet Vision	Safe Calendar of Events	Annual workshop evaluations. School Action plan road safety procedures updated and part of School Travel Action plans	
Safe road user	Activity 2 Road Safety Kids on Feet Caterpillar Feet	We aim towards vision zero and serious injuries by 5%. We will improve the levels of travel to school safety throughout our communities by developing and maintaining current activities, survey and identify issues that will impede safe travel options and remediate against these. Work with Pre schools.	Travel Safe Local School and preschool institutions Local communities	Ongoing	Pre and post evaluations. Workshop and parent evening, public submissions.	
Safe road user	Activity 3 Travel Smart/Safe senior Students (all levels)	To support and inform children and youth in regard to safe walking, cycling and bus use. By educating and empowering youth with critical safe methods they will then mentor their peers in these safe practises. Maintain the current 30 school programmes and develop an additional 4 schools including intermediate schools and secondary school.	Travel Safe Local Schools NZTA, BOPRC, Bikewise	Ongoing	Student and school surveys evaluations and workshop. Orange day parade	
Safe road user	Activity 4 Knowing our Rules	We aim to enhance the safe travel practises of vehicles around schools and in particular parents delivering and collecting pupils. To increase and educate road users in safe travel. To audit and remediate any identified engineering site deficiencies. To work alongside enforcement with “Outside the school gate” campaigns. Deliver minimum of 30 events over the year.	Local Schools Local communities Travel Safe Police, Council Engineers Parking Officers	Ongoing	Selected site surveys and maintain an ongoing management template for each plan. Annual workshop evaluations.	
Safe road user	Activity 5 Secondary school	To improve safety at local secondary schools and wider community through addressing safety concerns in regard to	Local secondary schools Travel Safe PEO's	ongoing	Selected site surveys and ongoing management with template developed alongside community. Workshops and evaluations	

		School / community/ young road user. To continue working at secondary school which aligns with the NZTA model and using community development and students develop models for Travel Safe behaviour change. Involve students in road safety messages that reach wider community	Engineers Local communities BOPRC ACC?		1x radio advert reaching community	
Safe Road User	Activity 6 Share with care (Footpath) (shared pathways)	To improve the safety of pedestrians on pathways as more modes of transport are using the shared pathways. Bring back the bell campaign alongside Share with care.	Travel Safe All communities	Sept/Oct	Media Advertising and community programmes	
Safe Road User	Activity 7 Safe Pedestrian	To improve carpark safety for pedestrians in local car parks and highlight the hazards to prevent further injuries.	Travel Safe ACC?	Dec	Select carparks that have injuries	
Safe Road User	Activity 8 Bus User Safety	To encourage safe bus practice and encourage young people to use buses commuting to and from school	Travel Safe BOPRC	ongoing	Ongoing through out the year. Integrated into School Travel Action plans and schools bus safety procedures	

Safe cycling (S) high concern)

National success indicator: A reduction in the number of Fatal and serious crashes involving cyclists.
Motorists and cyclists share the transport network safely across Western Bay

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
Safe Cycling and road user	Activity 1 Kids can ride Travel Safe Intermediate cycle safety	Cyclists feature strongly in numbers overall and crash numbers to reduce these figures by 10% respectfully. Programme is designed to educate over 3000 local Year 5/6 at local schools in cycling skills (aligned to National BikeReady. Safe travel and road safety skills and follow on to intermediate to make it safer to cycle in our district. Intermediate focusses on 'real time, real environment' cycling with instructors.	Kids Can ride team. Travel Safe Cycle advocate TCC PEO Schools NZTA	Ongoing	Post and pre event evaluations from every school. PEO's have cycle safety education where needed to enhance the gaps. (refer travel plans)	
Safe cycling and road user	Activity 2 Commuter and Leisure cycling Bikemonth Month	Cyclists feature strongly in the overall crash numbers for Tauranga reduce these figures by 10% respectfully. This programme will engineer, design, build and publicise safe cycle routes throughout our city.	TCC Cycle Advocate Travel Safe, BOPRC TCC Planners Engineers CAT Sport BOP, Cycling clubs		Increase in the number of Web hits on TCC cycle web site and safe uptake in Bike Month 5% increase number of locals selecting cycling as a travel mode. Workplaces promoting cycling as active travel mode.	
Safe Cycling road user	Activity 3 Neighbourhood Safe cycling	To establish contacts and support through community groups/workplaces to reach at risk cyclists and increase safe cycling integrated with other priorities. Cycle	Travel Safe Sport BOP	ongoing	Annual monitoring through data bases and evaluations 1x Ride Leader	

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
		skills training for adults and Ride Leader groups with trained leaders.			workshop 2x adult cycle skills courses	
Safe road user	Activity 4 Regional Bike Moth campaigns	To coordinate and promote Bike Month activities across the Bay of Plenty. Look to develop a travel planning website where bike events can be promoted throughout the year. Provide prizes and safe bicycle equipment to support local events.	SPBOP BOPRC Travel Safe	February then ongoing	Annual monitoring through crash register and NZTA local issues data.	
Safe vehicles	Activity 5 Safe active transport	To maintain existing programmes to encourage and educate the community in safe travel through alternative modes and public transport.	BOPRC Travel SafeSport BOP Toi Te Ora Public health		3% increase in local bus patronage and developing additional work place travel plans locally.	
Safe road user	Activity 6 Bike Month – Travel Safe Be seen, be bright	Cycle helmet enforcement campaign Cycling campaigns aligned to NZTA- Be bright Safe cycling integrated into Work well workplaces for safety outcomes Linked to share with care - Share the road	NZ Police Travel safe Toi Te Ora Public health DHB, BOPRC ACC workplace	April - May- June	Tauranga police records and Stats Cyclists given safety equipment as part of campaigns across city. Feedback from workplaces	
Safe roads and roadside	Activity 7 Safety Engineering activity	Manage all safety retrofit construction projects and minor works in accordance with the attached engineering schedule.	NZTA ,TCC,WBOPDC		Annual monitoring through council and NZTA reports, local data and crash register and	

Increasing the level of restraint use (SJ 2020 Continued and emerging focus) - low level

National success indicators: An increase in the number of children appropriately restrained and vehicle occupants wearing safety belts.
A reduction in % of vehicle occupant deaths where restraints not worn. Seatbelt and restrain compliance is improved.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe vehicles	Activity 1 Promote correct and safe Child Restraints and adult restraint use	To improve the reported MOT survey results of child restraint to a compliance rate. To investigate and car seat technicians and support training with new providers. Monthly checkpoint around installation with Plunket and police pro-active approach.	Ruben - Travel safe Child Restraint Providers Te Kupenga Hauora NZ Police NZTA approved car seat techs	March	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. Plunket NZTA approved technicians	
Safe road user/ Safe vehicles	Activity 2 Increased Seat belt compliance Restrain	Improving level of seat belt wearing compliance. Daily deployment RIDS approach.	NZ Police	Aligned to police calendar	Annual monitoring through MOT report, local data and crash register and NZTA local issues data	
Safe vehicles	Activity 3 Increased School and Preschool education	To raise awareness in regard to seatbelt/click use within the integrated School travel plan campaign. Integrate messages as part of Pre-school travel plans.	Ruben Travel Safe Team Puppet Vision Police Plunket	ongoing	Evaluated under School travel plan campaign.	

Increasing the safety of older New Zealanders (SJ 2020 Continued and emerging focus)

National success indicator: To improve the fatality rate for older drivers and road safety for vulnerable road users

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe older road user	<p>Activity 1 Increasing the safety of older New Zealanders</p> <p>Transition for older drivers to footpath use. Encourage competency for older drivers to maintain safe driving practices</p>	<p>To reduce the serious crashes and vision zero approach for older drivers. To encourage older drivers to understand and use modern vehicle technologies. To assist older drivers across to mobility scooter use. Support Age concern with Car Fit programme, driver refresher and mobility scooter programmes.</p>	<p>Occupational therapists NZ Police Retailers Travel Safe/road safety Age Concern</p>	<p>Ongoing March-Oct</p>	<p>Annual monitoring through MOT report, local data and crash register and NZTA local issues data. 2x Car fit programmes in 5 suburbs annually 10x Mobility scooter workshops annually 12x driver refresher courses annually</p>	

Fatigue (High Priority WBOPDC)

National success indicator: To improve the fatality rate for older drivers from 15 per 1000,000 to 11 per 100,000

Drivers pro-actively manage and minimise the risks of distractions Reduction in fatigue related to DSI

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe road user	Activity 1	Fatigue integrated into NZTA high risk rural road programme	Travel Safe NZTA Police	Ongoing as part of HRRR	Annual monitoring through crash stats and MOT report	

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
	<p>Promote and identify fatigue on High risk roads</p> <p>Promote taking regular breaks when driving</p>	<p>Fatigue and other distraction education through Workplaces at appropriate alignment to NZTA</p> <p>Messages of regular breaks through Travel Safe workshops integrated approach.</p>	DHB - Work well			

Local Emerging Issues from 2018/19

- Elderly Drivers/ Mobility Scooter users increasing
- Population growth across TCC and WBOPDC – especially growth in schools
- Cycling growth – need for people resource to align behaviour to infrastructure
- National BikeReady programme to improve consistency of cycle skills national delivery
- Restraints – retaining skill base in car seat technicians

Road Safety Action Plan Report 2018/19

Tauranga City and Western Bay of Plenty

Period: June 2019 to August 2019

Safer Journey Vision: A safe road system with Zero Vision approach.

"We all make mistakes from time to time.
We need to stop simple mistakes turning into tragedies.



New Zealand
POLICE
Kaitiaki Takekōwhiri



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Travel Safe Principles (based on Ottawa Charter) <http://www.who.int/healthpromotion/conferences/previous/ottawa/en/index1.html>



- Listening to communities
- Keeping it simple and flexible
- Developing community ownership at the beginning
- Strengthening community action
- Developing personal skills
- Creating supportive environments
- Supporting building healthy public policy.

<https://www.facebook.com/TravelSafeBOP>



Reducing alcohol/drug impaired driving (SJ 2020 High Concern)

National success indicator: A reduction in the number of local drivers with excess alcohol killed or seriously injured. An increase in the percentage of the community who believe that there is a high probability of being stopped and breath tested or impairment tested.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reporting
Safe road user	Activity 1 Bill Board and Media Campaigns	Deliver a robust media and billboard campaign focused on local offender rates. Licensed premises update permanent poster boards.	Travel Safe	Attached operations calendar	Annual monitoring through crash register and NZTA local issues data. Licensed premises	Panning stages for December –January with licences and holiday parks
Safe road user	Activity 4 Recidivist driver programme	Deliver 10 one-day courses for court referred recidivist driving offenders and 1 x 10 weeks longer course. Reduce the number of repeat offenders by 80%.	Ngati Kahu Travel safe Probation NZ Police	Attached operations calendar	Event survey and Court records for reoffending. 12 courses. 3x 2hr programmes for at risk	Ngati Kahu delivering recidivist driving courses and meeting with police to see possible inclusion/ more links in Awhi programme.
Safe road user	Activity 5 Young people Alcohol/drugs	To deliver a regional motivation programme and assist all 8 local secondary schools throughout the year.	Travel Safe NZ Police Re SADD	Attached operations calendar	Regular school reports / updates. (see Secondary school travel planning integration)	Blue Light Navigator Programme in action, very good results coming back on mentoring programme. Will continue to support this 'best practice' programme that upskills young people. Student groups through Travel Safe and SADD support students to run their own specific programmes that suit need of different environment to reach their peers.

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Safer Journeys Safe Speeds (SJ 2020 High Concern)

National success indicators: reduction in the number of speed-related fatal and serious crashes. An increase in the percentage of the community who believe that there is a high probability of being stopped if they speed. Changed attitudes in regard to “It’s ok to speed”. A reduction in the mean of all vehicle speeds. A reduction in the number of drivers exceeding posted speed limits.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reporting
Safer speeds and user	Activity 1 Back to School	To manage four campaigns to raise awareness of vehicle speeds and driver behaviour past schools and buses. Through pre and post campaign observation a 5% improvement will be realised.	Travel Safe NZ Police	Start of school terms.	Annual monitoring through crash register	Back to school campaigns in action for Term 3 under Travel Safe school travel plans. Calendar of events for 2019 in action -very comprehensive programme
Safer speeds and user	Activity 2 Is your Speed Safe” (Mixed Media Campaigns)	To reduce the reported speed related crashes across the districts by 5%, through awareness and enforcement campaigns emphasising drive to the conditions, driver distraction and tolerance.	NZ Police NSC Travel Safe	Attached Operations Calendar	Annual monitoring through crash register and NZTA local issues data.	These messages continued to be shared at community/ school workshops – Driver refresher and in school as part of Travel Safe School Action plans
Safer speeds and user	Activity 3 Speed indicator devise	To update speed indicator device and use in areas to raise awareness to reduce speed.	NZ Police HRR/Travel safe Travel Safe	Attached operations calendar	Eight campaigns managed and speed reductions recorded pre and post campaign. Use of speed trailer in at risk areas Speed integrated into NSC programme	Speed trailer will cease to exist- outdated .Travel Safe will identify areas of concern in few areas for consideration of speed warnings etc. with TTOC team

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Safer speeds and user	Activity 4 SH29, SH 2, SH 2/33. Te Puke - 3 Mile Hill. Winter Enforcement Plan	To reduce the incidence of winter speed related crashes on our worst performing local highways SH29, SH2/33 Te Puke – 3 Mile hill and SH2 North maintaining downward trend.	NZ Police NSC - NZTA Travel safe	July- Aug NZ Police- April-May- June HRR - NZTA Travel safe	Police report Integrated into Rural road risk NZTA programme	Travel Safe supports police with resources for campaigns aligning to NZTA.
Safe roads and roadside	Activity 5 Neighbourhood Travel safe	To establish contacts and support through Community Centre groups and workplaces with Travel Safe initiatives as integrated approach. To increase car safety awareness in local communities	Travel Safe. Local Communities Schools/ preschools Workplaces DHB BOPRC	Ongoing	As per NZTA LTTP TCC and WBOPDC focuses. Travel Safe community development integrated approach 2 Community Pit Stops in partnership with BOPRC	Planning Car fit x 5 sessions in partnership with Age Concern and local volunteers for November 2019. Ongoing through School Travel Action plans. Travel Safe workplace coordinator has reestablished relationships with workplaces to plan campaigns.
Safer speeds	Activity 6 Police activity	To deliver ongoing enforcement focusing on speed (fatal 5) across all local Network safety coordination routes (High risk rural roads) and local focus on cycle helmets and noisy vehicles.	NZ Police	Attached operations calendar Police	Annual monitoring through safety reports, local data and crash register and NZTA local issues data.	

Safe roads and roadsides(SJ 2020 High Concern) Urban Intersections

National success indicator: A reduction in the number of fatal and serious head on, intersection and run-off road crashes.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe road user	Activity 1 Urban/Rural Intersections	To manage SJ 2020 initiatives to enable a reduction from the reported crashes across the districts to a maximum of 10 less. Ongoing education and awareness of local high risk intersections - Mixed media campaigns	Travel Safe Driver trainers NZ Police ACC	Attached operations calendar	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. Support given to Age Concern	Intersection around using roundabouts correctly, Cards given out at community workshops for young driver at April workshop. Truck was used as part of workshop
Safe road user	Activity 2 Red Light enforcement campaign. Urban intersections	To manage a reduction in intersection related crashes through two enforcement campaigns aimed at a reduction of intersection related crashes by 5% over the last five years. Supported in education by integrated travel safe approach themed -Give clear signals	NZ Police Travel Safe	Attached Ops Calendar	Annual monitoring through CAS and NZTA local issues data. Supported education through media sources	Driver refresher and Young Driver workshops continuing to have component in workshops. Very much practical with driving instructos as part of the workshops.
Safe road user	Activity 3 High risk rural roads	To further develop a high risk rural road multi media campaign (billboard, radio and print media) across this highway campaign with a focus on high risk rural roads and intersections (Note these campaigns have independent activity and action plans)	NZ Police NZTA Travel safe	Attached Ops Calendar	Annual monitoring through safety reports, local data and crash register and NZTA local issues data. Summer messages/winter messages	Local Billboards changed by BOPRC

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					Media to appropriate settings New messages developed 2015-18	
Safe Vehicle	Activity 4 Drive to Conditions	To manage Drive to Conditions pilot on the ground campaign with local radio station and garages to integrate NZTA TWIRL campaign to encourage safer vehicles and owners upskilled into what makes a vehicle safer.	NZTA Travel Safe BOPRC Local mechanic (tertiary)	June, July, August	Aligning to Transport Agency programme alongside police partnership and media follow up. Feedback from community taking part in pilot. As above Pit Stops at 3 locations.	Consistency of message. Driver Refresher programmes planned for second half of year. Winter Pitstop completed 3x locally. Also through Car fit Inclusion through Young Driver Workshop Young driver workshop completed July for learner and restricted with 2 planned for October
Safe roads and roadsides	Activity 5 Safety Engineering activity	Manage all minor safety retrofit construction projects in accordance with the attached engineering schedule.	NZTA , TCC, WBOPDC	See attached schedule of works	Annual monitoring through council and NZTA reports, local data and crash register and NZTA local issues data.	

Safe roads and roadsides(SJ 2020 High Concern) - Driver Distraction Emerging issue

National success indicator: A reduction in the number of fatal and serious head on, and run-off road crashes, created by distraction

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe roads and roadsides	Activity 1 Distraction related crashes	To raise awareness of distraction as a major cause of serious crashes and focus on vision zero outcomes and reduce these incidences by raising awareness of what specific distractions contribute to these statistics	Police Travel Safe	Aug - Sept	Annual monitoring through data and crash stats.	Distraction police pamphlet to reach local workshops for all age drivers. FOMO campaign nearly completed a social media from BOP regional Council with distraction focus.

Increasing the safety of motorcycling (SJ 2020 High Concern)

National success indicator: A reduction in the number of motorcyclists killed and seriously injured.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
Safe road user	Activity 1 Motorcyclist training workshops	To reduce the reported serious crashes in Tauranga city to 5 less than through delivery of 2 regional training courses for motorcycles plus 2 training courses for scooters.	ACC Motorcycle Trainer.	March July	Annual monitoring through MOT report, local data and crash register and NZTA local issues data.	Promoted more to attend Shiny side up. Great response thanks to ACC input and on ground partnership.

Safe road user	Activity 2 Mixed media campaigns	To reduce the reported serious crashes in Tauranga City to 5 less through delivery of a mixed media campaign.	ACC	Attached operations calendar	Annual monitoring through MOT report, local data and crash register and NZTA local issues data.	Workshops promoted on Travel safe face book page and in community. Latest Ride 4 Ever workshops promoted through workplace.
Safe road user	Activity 3 Motorcycle Enforcement	To improve the safety of Motorcycling through motorcycle speed enforcement. Specifically focusing on the under 24 age group and 'born again riders' to further reduce the incidence of speed related motorcycle crashes	NZ Police ACC? (main deliverers) Travel safe	Attached operations calendar Sept Nov	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. Supported through Travel Safe integrated approach in secondary school travel plan with scooter users.	Aligned to ACC and regional approach for 2019. Investigating training for school scooter users as part of School Action plan Met with Ride 4 Ever coordinator to partner to plan to deliver 2 workshops with Secondary students.
	Activity 4 Scooter and Safety for Secondary Schools	To improve scooter safety in young people travelling to and from school and tertiary.	Travel Safe Motorcycle /scooter instructor	Term 1 annually	Evaluation and report based on programme at local secondary schools with piloting workshop. Linked to Travel Safe secondary school travel plans.	Inclusion at secondary school workshop for 2020. To long term plan 2x workshops as a pilot.

Increasing the safety of young drivers (High Concern)

National success indicator: Reduction in the number of 15-24 year olds killed or hospitalised and an increased probability awareness of enforcement measures.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	
Safe road user	Activity 1 New Drivers	Conduct a campaign focused on reducing the number of new drivers crashing by 10 .Campaign to involve promotional materials to encourage safer driving and license progression through the GDLS.(Graduated Licence system) e.g. Practice.	Travel Safe NZ Police Driver trainers ACC	Attached operations calendar Feb 2017	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. (Linked to Secondary school Travel Plans)	Young Driver and completed in April and July for learner young Driver workshop. Workshops planned for Learner, Restricted and Learner in planning for October. Good partnership with NZTA, AMI. TD haulage and police
Safe road user	Activity 2 Anti-social drivers by youth campaign and Youth vehicle check	To raise the awareness of young drivers inexperience and risk taking mentality (SJ 2020 page 34) through an enforcement GDLS campaign focusing on driving restrictions and to encourage drivers to progress through the licence system. To manage the safety of youth vehicles through one vehicle check campaign	NZ Police Travel safe	Feb 2017 Oct 2016	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. Supported by education in and around secondary/tertiary institutions.	Inclusion into Young Driver workshop with NZTA personnel around safe behaviour. Winter Pitstops in community. Winter Pitstops completed for May, June, July. Tertiary Pit Stop very beneficial to reach target audience. Great partnership with Toi Ohomai

Safe road user	Activity 3 Regional mixed media campaign	To develop and deliver a comprehensive advertising campaign integrated and managed alongside the districts youth activities. This will assist the district in achieving their stated outcomes for youth.	BOPRC	Attached operations calendar	Annual monitoring through crash register and NZTA local issues data.	
Safe road user	Activity 4 Young driver	To develop an integrated Travel Safe programme, billboard and media campaigns for youth driver behaviour. Workplace settings and begin to pilot as part of secondary school travel plan and integrated package in alignment with NZTA	Travel Safe Schools Police Workplaces BOPDHB, BOPRC	Ongoing	Annual monitoring through crash register and NZTA portals and alignment. 1x radio advert (see Secondary school travel plans – student involvement).	Young Driver programme in action stages for 2019 .Students at local secondary students attend the workshop with a mentor. . Students feed in their ideas from each workshop.
Safe road user	Activity 5 Young Driver Programme	To deliver a driver mentoring programme with school students with suitable mentor to follow the young driver through to full license by National Bluelight Driver navigator programme. This programme is based on road safety 'best practice' outcomes e.g. Mangere programme reaching the real' at risk' students.	National Blue light Travel Safe Schools NZ Police Key stakeholders BOPRC	Attached Operations Calendar	Quarterly reports from programme to track progress Linking it to Secondary school travel plan follow and Travel Safe Young driver programme	National Bluelight programme is under way in partnership with BOPRC and Travel Safe. Report available on request. Very good feedback.

Young Driver Workshop in July 2019

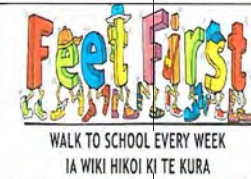


Safe Pedestrian (SJ Medium concern) (high concern)
National success indicator: A reduction in the number of Fatal and serious crashes involving pedestrians.

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Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
Safe road user	Activity 1 Road safety School travel plans (primary/intermediate, secondary)	To improve safety at our local schools and the wider community through addressing safety concerns in regard to school/community generated road traffic dangers. To manage and maintain the current 20 plans and develop a further four identified. To maintain the current KOF (Kids on feet) busses and develop 5	Local Schools and preschool institutions Travel Safe Police Engineers Ruben RSB Puppet Vision	Attached operations calendar	Selected site surveys and ongoing management template for each plan. Annual workshop evaluations.	MOE http://www.education.govt.nz/school/property/state-schools/day-to-day-management/traffic-management

additional. To continue to set up pilots at intermediate schools. Begin a pilot at secondary schools that aligns with NZTA national education group





Feet First winners.

Gate pa school

Encouraging school travel plans to traffic management

School Action plans are all in full progress aligned to Safer Journeys for 2019 outcomes with Travel Safe programmes. Travel Safe Calendar of Events.2019 in action for primary, intermediate and Secondary schools.. Teacher workshop with Pam Hook presenting (Pam writes curriculum for road safety for teachers and safe bus use completed in June workshop. Very pleasing outcomes at schools have followed up on their face book pages to take messages further into community e.g. Otumoetai Intermediate students,Orange Day planning in place for Nov 2019.

Safe road user	Activity 2 Road Safety Kids on Feet Caterpillar Feet	We aim to keep decreasing fatal and serious injuries by 5%. We will improve the levels of travel to school safety throughout our communities by developing and maintaining current activities, survey and identify issues that will impede safe travel options and remediate against these.	Travel Safe Local School and preschool institutions Local communities	Attached operations calendar	Pre and post evaluations. Workshop and parent evening, public submissions.	Kids On Feet buses in action for 2019. Park and Stride still in progress at some local schools, schools are promoting through their face book pages and school newsletters.
Safe road user	Activity 3 Travel Smart/Safe senior Students (all levels)	To support and inform children and youth in regard to safe walking, cycling and bus use. By educating and empowering youth with critical safe methods they will then mentor their peers in these safe practises. Maintain the current 17 school programmes and develop an additional 5. To set up groups at intermediate schools and begin pilot at secondary school.	Travel Safe Local Schools NZTA, BOPRC, Bikewise	Attached operations calendar	Student and school surveys evaluations and workshop. Orange day parade 	Travel Safe /Smart students are in action groups are fully involved in Feet First and other travel Safe programmes that sit under School Travel Action plans. .Links to school key competencies. Promoting the concept- real learning in action - whole school approach. Secondary student are now working on programmes in their community. Very proactive approach e.g. Aquinas students met to develop their school action plan and investigate safety outside the school.
Safe road user	Activity 4 Knowing our Rules	We aim to enhance the safe travel practises of vehicles around schools and in particular parents delivering and collecting pupils. To increase and educate road users in safe travel. To audit and remediate any identified engineering site deficiencies.	Local Schools Local communities Travel Safe Police, Council Engineers Parking Officers	Attached operations calendar	Selected site surveys and maintain an ongoing management template for each plan. Annual workshop evaluations.	2019 Term2 focussed on the Thumbs up campaign around safe crossings , which is a very positive campaign between pedestrians and motorists. See below.Students playing a valuable role. Looking to keep a positive focus so pro-active approach aligns to school road safety

		To work alongside enforcement with “Outside the school gate” campaigns. Deliver minimum of 60 events over the year.				procedures. School procedures continually updated for schools an ongoing process. Tauriko school students have been sending messages Otumoetai Intermediate see Sunlive for students work https://www.sunlive.co.nz/news/216324-otumoetai-intermediate-leading-road-safety.html
Safe road user	Activity 5 Secondary school	To improve safety at local secondary schools and wider community through addressing safety concerns in regard to School/community/young road user. To begin a pilot at secondary school which aligns with the NZTA model and using community development and students develop models for Travel Safe behaviour change. Involve students in road safety messages that reach wider community	Local secondary schools Travel Safe PEO's Engineers Local communities BOPRC ACC?	Attached operations calendar	Selected site surveys and ongoing management with template developed alongside community. Workshops and evaluations. 1x radio advert reaching community	Secondary programme in action stages with schools. New Travel Safe Coordinator building the relationship to support students and SADD.
Safe Road User	Activity 6 Share with care (Footpath) (shared pathways)	To improve the safety of pedestrians on pathways as more modes of transport are using the shared pathways. Bring back the bell campaign alongside Share with care.	Travel Safe All communities		Media Advertising and community programmes	On going Ride Leader groups very pro-active with new position in Sport BOP funded by Travel Safe, Cycle NZ and TCC parks. New Cycling Coordinator to be appointed.
Safe Road User	Activity 7 Safe Pedestrian	To improve carpark safety for pedestrians in local car parks and	Travel Safe ACC?		Select carparks that have injuries	Messages through mobility scooter/footpath user workshops. 5x workshops

Safe Road User	Activity 8 Safe Bus User (new in 2018/19 Action plan)	highlight the hazards to prevent further injuries. To encourage safe bus practice and young people to use buses commuting to and from school.	Travel Safe BOPRC		Ongoing integrated into School Travel plans through out year.	planned for October in partnership with Age Concern. On going observations and surveys June, July 2019 in links Ave with new bus lanes and safe pedestrian behaviour and shared pathway. Monitoring the new crossing on links Ave and linked to Mount Intermediate school travel Action plan. Great partnering with BOP Regional under BURS programme to look at safer options e.g. buses turning into intermediate, safe new crossing point by intermediate. This is all part of Integrated Travel Safe School Action plans. Safe crossing point and shared pathway under construction.
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Patrol training at Oropi School



Otumoetai Intermediate leading in road safety

4:58pm Monday 29 Jul, 2019

Otumoetai Intermediate School students have banded together to produce a light hearted road safety video, with an influence from illustrator extraordinaire... [Read More](#)

Sunlive - Otumoetai Intermediate Travel Safe Students


Travel Safe intermediate Workshop – inclusion of bus safety and linked to school bus safety procedures. Pam Hook (top educationalist presented to students.



Safe Crossings – “Big Thumbs up” campaign – student’s ideas in practice



Safe Cycling (SI High Concern)
National success indicator .A reduction in the number of fatal and serious crashes involving cyclists.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
Safe Cycling and road user	Activity 1 Kids can ride	Cyclists feature strongly in numbers overall and crash numbers to reduce these figures by 10% respectfully. Programme is designed to educate local 10 year olds at local schools in cycling technique, safe travel and road safety skills and follow on to intermediate to make it safer to cycle in our district 	Kids Can ride team. Travel Safe Cycle advocate TCC PEO Schools NZTA	Attached operations calendar	Post and pre event evaluations from every school. PEO's have cycle safety education where needed to enhance the gaps. (refer travel plans)	Kids can ride has come into Council as we move forward with National Bike Ready standards and accreditation. Cycle skills instructors will still be in community and work closer with us. We have grown cycle skills base to 20 community instructors and fully qualified them to Bike Ready outcomes. A cycling Co-ordinator in house coordinator is appointed. A national Cycle skills programme Bike Ready Tauranga Kids Can Ride is moving towards accreditation, under Bike ready a huge undertaking. Cycle instructors have all had comprehensive training.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
Safe cycling and road user	Activity 2 Commuter and Leisure cycling Bikewise Month	Cyclists feature strongly in the overall crash numbers for Tauranga reduce these figures by 10% respectfully. This programme will engineer, design, build and publicise safe cycle routes throughout our city.	TCC Cycle Advocate Travel Safe, BOPRC TCC Planners Engineers CAT Sport BOP, Cycling clubs	Attached operations calendar	5% increase in the number of Web hits on TCC cycle web site. 5% in number of locals selecting cycling as a travel mode.	Bike Month 2019. Is completed. Sport BOP Cycling Coordinator has completed Ride Leader Cycle savvy for Adults, and worked closely with Zespri to do cycle skills
Safe Cycling road user	Activity 3 Neighbourhood Safe cycling	To establish contacts and support through community groups/workplaces to reach at risk cyclists and increase safe cycling integrated with other priorities. Cycle skills training for adults and Ride Leader groups with trained leaders.	Travel Safe Sport BOP	Attached calendar	Annual monitoring through data bases and evaluations 1x Ride Leader workshop 2x adult cycle skills courses	Bike Month programme completed for 2019. There is more response to grow this cycle skills programme. Ride Leader groups in full action there are large number of Ride Leader groups across both Councils Bikes in Schools Track is in completion stage at Tahatai Coast School. Thanks to Bikes on Trust and NZTA school will have a great community track.
Safe road user	Activity 4 Regional Bike Month campaigns	To coordinate and promote Bike Wise activities across the Bay of Plenty. Look to develop a travel planning website where bike events can be	SPBOP BOPRC Travel Safe	Attached operations calendar	Annual monitoring through crash register and NZTA local issues data.	Bike Month fully completed with great community outcomes

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Reports
		promoted throughout the year. Provide prizes and safe bicycle equipment to support local events.				
Safe vehicles	Activity 5 Safe active transport	To maintain existing programmes to encourage and educate the community in safe travel through alternative modes and public transport.	BOPRC Travel SafeSport BOP Toi Te Ora Public health	Attached operations calendar	3% increase in local bus patronage and developing additional workplace travel plans locally.	Workplace travel plan are now in action under the Workplace Coordinator appointed at TCC. Building up a database and relationship with workplaces keen to adopt a travel plan. TCC workplace plan has been -surveyed. TCC is role modelling.
Safe road user	Activity 6 Bike Wise – Travel Safe be Safe ,Be seen , be Bright	Cycle helmet enforcement campaign Cycling campaigns aligned to NZTA- Be bright Safe cycling integrated into Work well workplaces for safety outcomes	NZ Police Travel safe Toi Te Ora Public health DHB, BOPRC ACC workplace	April - May- June Attached Operations Calendar	Tauranga police records and Stats Cyclists given safety equipment as part of campaigns across city. Feedback from workplaces	Cycle helmet competition completed and presented over 1400+ entries. A big success. Presentations in community Be Safe, Be Seen. Be bright programme in full swing. Fluoro vests to packhouses, Workplaces have Be Safe Be bright packs and planned 6x checkpoints around city.
Safe roads and roadside	Activity 7 Safety Engineering activity	Manage all safety retrofit construction projects and minor works in accordance with the attached engineering schedule.	NZTA,TCC, WBOPDC	See attached schedule of works	Annual monitoring through council and NZTA reports, local data and crash register and	

Bike's donated to Maungatapu School and Greerton Village from Lex – Kids Can Ride/Funky Bike community gem



BikeReady programme - NZTA Observations 24/25 July 2019



Bike Ready in action July 2019

Increasing the level of restraint use (SJ 2020 Continued and emerging focus) – low level

National success indicators: An increase in the number of children appropriately restrained and vehicle occupants wearing safety belts.

A reduction in % of vehicle occupant deaths where restraints not worn.

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe vehicles	Activity 1 Child Restraints	To improve the reported MOT survey results of child restraint to a compliance rate. To investigate and car seat technicians and support training with new providers.	Ruben - Travel safe Child Restraint Providers Te Kupenga Hauora NZ Police NZTA approved car seat techs	March	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. Plunket NZTA approved technicians	Supporting messages with Ruben road safety bear and Puppet Vision Travel Safe school, pre-school audiences Meeting with click safe to look at Kiddiclic.
Safe road user/Safe vehicles	Activity 2 Seat belt compliance Restrain	Improving level of seat belt wearing compliance. Deliver one police led enforcement operation to improve the MOT survey results. Deliver one police led enforcement operation.	NZ Police	Attached Ops Calendar	Annual monitoring through MOT report, local data and crash register and NZTA local issues data	Kiddiclic ongoing with police monthly a pro-active approach
Safe vehicles	Activity 3 School and Preschool education	To raise awareness in regard to seatbelt/click use within the integrated School travel plan campaign. Integrate messages as part of Pre-school travel plans.	Ruben Travel Safe Team Puppet Vision Police Plunket	Attached operations calendar	Evaluated under School travel plan campaign.	Pre-school awareness through action plans on going. Ruben the road safety bear programme and puppet vision

Increasing the safety of older New Zealanders (S) 2020 Continued and emerging focus)

National success indicator: To improve the fatality rate for older drivers from 15 per 1000,000 to 11 per 100,000

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe older road user	Activity 1 Increasing the safety of older New Zealanders	To reduce the serious crashes and deaths reported for older drivers. To encourage older drivers to understand and use modern vehicle technologies. To assist older drivers across to mobility scooter use. Support Age concern with Car Fit programme and driver refresher	Occupational therapists NZ Police Retailers Travel Safe/road safety Age Concern	Ongoing March-Oct	Annual monitoring through MOT report, local data and crash register and NZTA local issues data. 2x Car fit programmes in 5 suburbs annually 10xMobility scooter workshops annually 12x driver refresher courses annually	Carfit completed 5x workshops in Community April –may 2019. Age Concern to take have stronger partnership. Carfit workshop completed in March 2019. At Age Concern. Driver Refresher over 20 workshops in action this year 2019. Mobility scooter/Footpath user workshops completed 6 x completed march 2019.

Fatigue (High Priority WBOPDC) Distraction emerging

National success indicator: To improve the fatality rate for older drivers from 15 per 1000,000 to 11 per 100,000

Safe System	Local activities	Activity objectives/outputs	Responsibility	Dates	Activity monitoring and evaluation	Report
Safe road user	Activity 1 High risk rural roads	Fatigue integrated into NZTA high risk rural road programme Fatigue and other distraction education through Workplaces at appropriate alignment to NZTA	Travel Safe NZTA Police DHB – Work well	Ongoing as part of HRRR	Annual monitoring through crash stats and MOT report	Planned fatigue messages through summer campaign later in year although always through Driver Refresher and Young Driver workshops

Other outcomes

- National Cycle skills programme Bike Ready – NZTA did observations July with Kids Can Ride- very favourable response that we are ready for accreditation in September/ October this year.
- BURS – Bus User partnership with BOP regional Council is progressing and ongoing around bus safety linked to schools bus safety procedures and the School Travel Action plans..
- Elderly programmes – partnership still continuing to strengthen with Age Concern
- Maintaining and growing travel Safe School Action plans upskilling NZTA ‘best practice’ for teachers and students knowledge has increased to deliver at stronger level.

Local Emerging Issues

- Population growth across TCC and WBOPDC including in all schools, all ages 0-80+ years – proving challenging
- Cycling growth – Role of Cycling Coordinator Adults to be appointed and increase hours

Ride Forever Programme – July update



Ride Forever is an ACC injury prevention initiative developed to reduce the incidence and severity of motorcycle road crashes and injuries. Ride Forever providers around the country deliver a range of Ride Forever coaching to suit riders' skill levels, so they can 'be an even better rider'.

Updates	Information	What you can do
<p>Cashback Incentive</p>	<p>We have seen some extremely positive results in the first two weeks of the cashback. Across our online advertising, we have over 129,000 completed video views, and 264,000 engagements. This has led to 5,146 link clicks to our website, 71% of which are new users. What is encouraging is that 62% of all link clicks are from our 40+ audience.</p> <p>Our website has seen increased traffic since the Cashback launch, with 22,700 sessions and 38,500 page views. This is above our monthly averages already. The Cashback webpage itself has 13,600 sessions and 16,100 page views.</p> <p>We have had 1,400 users click through to training provider websites. This is at our monthly average already, while is 200 clicks more than June.</p>	<p>Social media We've uploaded a video this week answering the top three riders have asked us about the Cashback offer. Watch it here: https://business.facebook.com/RideForeverNZ/</p> <p>Flyers We've ordered another batch of flyers. When you run out, you can get some more through ECOS.</p> <p>All the details about the cashback can be found here: https://www.rideforever.co.nz/coaching/motorcycle-rego-cashback-programme/</p>
<p>Motorcycle Awareness</p>	<p>Planning is well underway for September's Motorcycle Awareness Month, which aims to</p>	<p>If you're involved in planning a regional MAM event, please contact your local Ride Forever training providers (if you haven't already) and invite them along.</p>

<p>Month (MAM) 2019</p>	<p>gain greater awareness and reach at a national and regional level.</p> <p>Much of the collateral from MAM18 will stay the same, with the recognisable yellow helmet being the campaign's main focal point. We will be reintroducing the 'Look Twice' collateral that targets drivers, along with MAM collateral targeting riders.</p>	<p>There will also be teardrop banners (like the Ride Forever ones) available to order for regional events in Sept.</p> <p>We can send you a communications pack containing all MAM information in August once all MAM assets have been finalised. Send your request to: jessica.davis@acc.co.nz</p>
<p>'Ride Forever' Key messages</p>	<p>MAM key messages are still being developed for September. These will be included in the info pack.</p> <p>All Ride Forever key messages can be found in the Comms Plan: https://accnz.sharepoint.com/:w:/r/sites/Commseng/Social/Projects/Ride%20Forever%20Programme%20Comms%20Plan.docx?d=w385f508298694a7c82148c5c97203d75&csf=1&e=UC5jjs</p>	<p>Cashback key messages and terms and conditions are available in the communications pack.</p>
<p>Course Numbers</p>	<p>As per our last report, 530 course numbers were completed in June, which follows the normal downward trend we experience during this time of year.</p> <p>We'll have July numbers in our next report, including graphs, which is due out 20 August.</p>	<p>Trainers are doing some good work out there with Winter promotions and working with local Councils.</p>
<p>Ride On Newsletter</p>	<p>The next newsletter is due out the end of this month. We'll include the stats in our next update on 20 August.</p>	<p>If you have any ideas for the next newsletter, email us and we'll work with Mario to include it in an upcoming issue.</p> <p>You can read the latest newsletter here: https://www.rideforever.co.nz/news-and-reviews/</p>
<p>Ride Forever Facebook</p>	<p>In the past month, we've had 176,428 post reach, which is up 49% on last month. Post engagements are also up by 142% to 20,941</p>	

	and we've gained 139 new followers. Most of this can be attributed to the launch of Cashback.	
Shiny Side Up (SSU) 2020	<p>Shiny Side Up 2020 planning is underway, with Bike Fest (all-day) events earmarked for:</p> <ul style="list-style-type: none"> • Auckland • Tauranga • Kapiti • Nelson • Christchurch • Invercargill (7-9 Feb at the Burt). <p>SSU 2020 will also include an evening Talk Series. All dates and venues will be confirmed soon.</p> <p>Please note: there is no Motorcycle Show in Auckland in September this year. New dates for 2020 and beyond are expected to be announced soon.</p>	<p>Last year our region had the smaller 'Talk Series' event in Tauranga in February. We had such high turnout at that event that they've decided to change the Bay of Plenty 2020 event to the much larger, all day 'Talk Fest' event!</p>